35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FEBRUARY 6, 1961

How next fall's tv network schedule looks on early planning boards 27

Stations will get more money if new CBS-TV morning plan works 42

Sec. 315 hearing brings a split decision from network spokesmen 58

Average half-hour film will cost $1,600 more under new labor contracts 72

COMPLETE INDEX PAGE 7

30 years

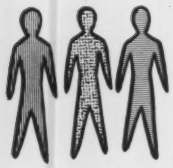
. . . of service to the entertainment industry

* trademark

1931–1961

THE BEST MUSIC IN AMERICA SESAC

SESAC INC.



3 CULTURAL GROUPS COMPOSE NEW YORK'S MASS MARKET

Five and one half million people in metro New York have cultural affinities to the Spanish-speaking, Italian, and Negro communities.

WADO has oriented its programing to reach this mass audience in depth, with the dignity due each group and a recognition of their potential in our economy.

Only **WADO** reaches the seventeen county area which embraces this constantly expanding audience.

BARTELL BROADCASTING CORPORATION

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*KTVI rate card your lowest
cost per thousand TV buy in St. Louis
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BLAIR-TV
KTVI
CHANNEL 2
abc
ST. LOUIS

. . . in the great Dallas-Ft. Worth market with Channel 4

The December, 1960, ARB Market Report shows KRLD-TV's average quarter-hour homes reached, 9:00 a.m. to midnight, Sunday through Saturday, to be 67,200.

This figure is 30.2% greater than station B, 64.3% greater than station C and 239.4% greater than station D.

Reach the Dallas-Ft. Worth Market EFFECTIVELY with Channel 4.

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Hail press(ure) corps

Why sudden switch in White House policy from live broadcasts of Kennedy news conferences? (story page 62). While news secretariat won't admit it, trouble is rooted in protest of working press, primarily press association men. Instantaneous reporting via radio and tv, press argues, gives radio-tv unfair advantage over press associations, which must process news for wires. Rank and file printed-page press isn't happy either since public knows first-hand facts before they ever get into print.

Incidentally, there'll be at least one additional appointment to White House news staff to assist Secretary Pierre Salinger and Assistant Secretary Andrew Hatcher. If it's radio-tv man, which is likely, person could well be Jack Christie, radio-tv chief of Democratic National Committee and chief aide to J. Leonard Reinsch during Democratic convention.

Soaper on Mutual

Mutual is completing negotiations in transaction that will lead to revival of radio soap operas on that network. It hopes to announce this week that network has signed with packager Ted Lloyd to place daily, 55-minute *My True Story* on network in unusual fashion: recordings will be fed affiliates via closed circuit for scheduling at affiliates' convenience. Stations using them will split revenue with Mutual 50-50. Serial, which was on NBC Radio until January 1960 and earlier on ABC Radio, will consist of new material on MBS with announcer Tony Marvin as host. Since its departure from NBC Radio, series has been syndicated in more than 40 markets.

Filmways looking

Filmways has been negotiating with several station owners for tv and/or radio properties. Film house has been eyeing station mart since last fall. (CLOSED CIRCUIT, Nov. 14, 1960). Filmways' current negotiations propose use of stock as down payment (It's on American Exchange).

Collins baptism

First appearance of former Florida Governor LeRoy Collins as NAB president last Tuesday before Senate Interstate Commerce Committee (on Sec. 315) was impressive. Subcommittee members complimented him on his testimony and avidly echoed his suggestion that doctrine of "fairness" be applied to political broadcasts in lieu of mandatory equal time provision.

This week Governor Collins meets for first time since taking NAB helm with full board of directors at Palm Springs, Calif. He has been carefully reviewing NAB policies and headquarters operations but isn't ready to propose organization plans. Presumably he will be ready at next full board meeting in Washington in June. In immediate offing, however, may be appointment of executive or advisory committee with whom president can consult without necessity of contacting entire board and possibly designation of outstanding broadcaster as NAB chairman on annual rotating basis.

Watchdog's bite

Senate elections "watchdog" subcommittee, headed by Sen. Yarborough (D-Tex.) has half-dozen cases of alleged infraction of Sec. 315 equal time rule but is keeping mum about them until public hearing is held at undetermined date. Committee first wants to complete printing of voluminous record of campaign speeches and network newscasts and then probably will schedule hearing on alleged bias cases. While no details are disclosed, it's understood cases to be highlighted involve, for most part, "owner-manager" stations wherein ownership presumably indulged in partisan political activities.

Too much too fast

Saturation of major league sports (basketball, football and baseball) in Los Angeles apparently is stifling advertiser interest in radio-tv. New American League Angels, with hard times predicted for next few seasons, are finding radio-tv buyers scarce and skeptical. New Charger football team, only year old, already has given up and switched to San Diego. Basketball Lakers also are in trouble. Looks like too much too fast for L.A., whose boosters thought radio-tv sponsors could be found for many major league entries.

Product production

Insistence of national advertisers on air protection of 15 minutes or more for entire product line, not only those advertised, is meeting strong station resistance. Syndicator of new tv series, hoping to make show easier to sell to stations, signed large national advertiser as participating sponsor. To his amazement, several major market stations bought series but rejected sponsorship, stating they'd rather sell show themselves to less demanding local advertisers.

Short-term relief

Seasonal tv advertisers seeking short-term exposure on high-rated network programs via participations in so-called "sell offs" or "reliefs" report accommodations are easier to get. Reason: some national advertisers, which fattened budgets 6-7 months ago, now revising them slightly and thus happy to get "relief." If this general "softening" persists, it'll mount pressure on network salesmen now engaged in negotiating for next season (see story, page 27).

Quizzer's sale stalled

Proposed sale of WGMA Hollywood, Fla., by former tv quiz producers Jack Barry and Daniel Enright caused lengthy argumentative delay at FCC meeting Wednesday. Barry & Enright discussion took up most of morning meeting and caused FCC to run into extra session Thursday. No action was taken.

Following disclosures of role played by producer Enright in Twenty-One *and* Tic Tac Dough *quiz fixes, FCC instituted revocation against WGMA on character qualifications* (BROADCASTING, *Dec. 7, 1959*). *B&E subsequently contracted to sell station to Kingsley Murphy Jr. and Carroll E. Crawford for $265,000. WGMA license expired Feb. 1.*

Complaint conundrum

With Oversight Subcommittee officially out of business since Jan. 3, many who put specific complaints in writing are asking that correspondence be returned. This has raised sticky problem since files of subcommittee now belong to House. Case in point: Station which submitted lengthy statement and exhibits complaining about effect of ratings on program quality wants written information returned. Subcommittee, it is understood, has information that five-year-old asked questions with findings published as part of "valid" survey.

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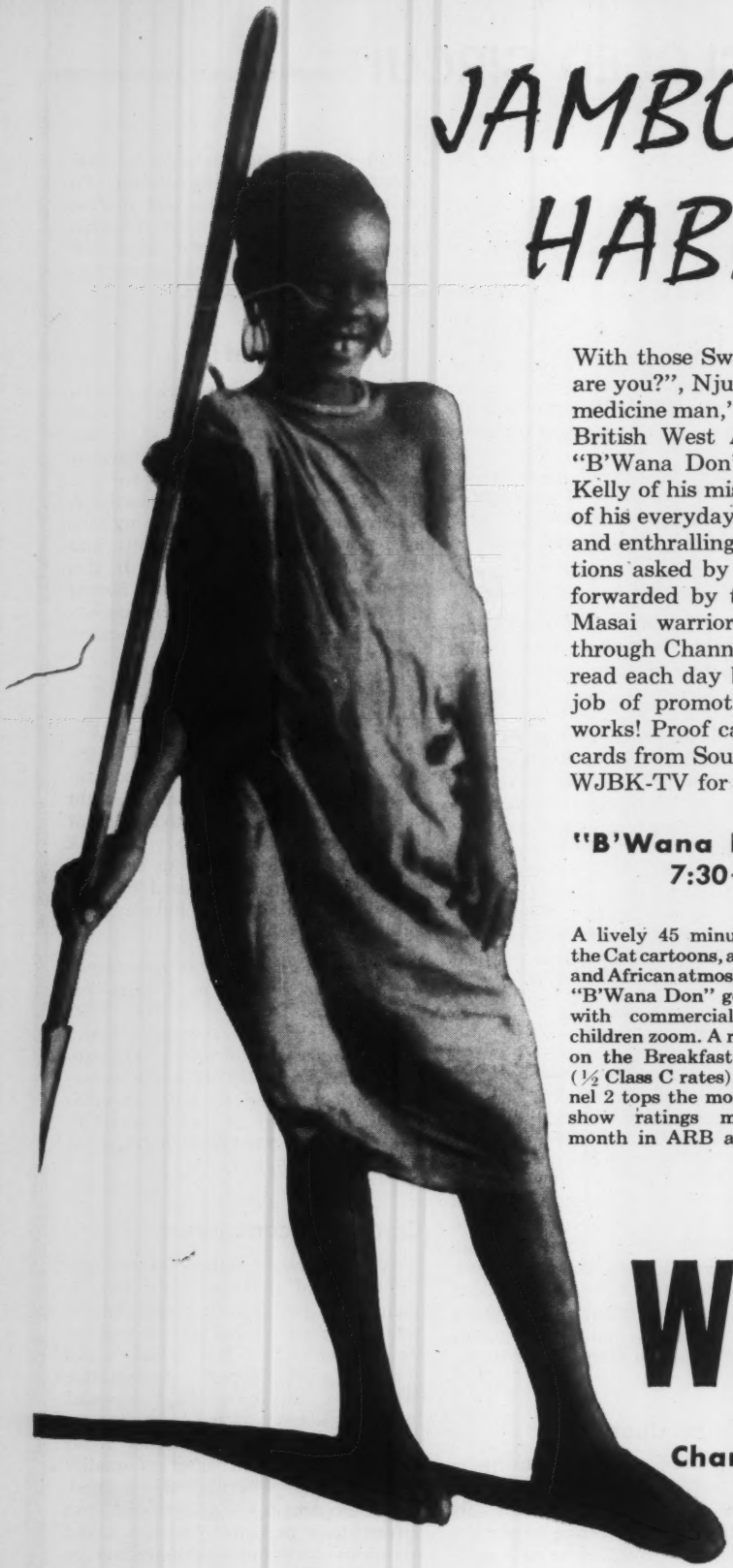

JAMBO RAFIKI, HABARI GANI

With those Swahili words, meaning "Hello friends, how are you?", Njui Ndooto, 12 year old son of a Masai "big medicine man," begins his daily letters from Tanganyika, British West Africa, to his pen pals on WJBK-TV's "B'Wana Don" children's program. Helped by Father Kelly of his mission school, Njui tells the familiar things of his everyday life in faraway Africa that are so strange and enthralling to Michigan children, and answers questions asked by the youngsters in the 500 letters a week forwarded by the station. The letters from this future Masai warrior, now learning about Western ways through Channel 2 contacts with American children, are read each day by "B'Wana Don" Hunt. It's a two-way job of promoting international understanding, and it works! Proof came last Christmas, when 1,000 gifts and cards from Southeastern Michigan children were sent to WJBK-TV for remailing to their African friend.

"B'Wana Don" Participating Program
7:30—8:15 a.m., Mon. thru Fri.

A lively 45 minutes of Felix the Cat cartoons, animal guests and African atmosphere. When "B'Wana Don" goes on safari with commercials, sales to children zoom. A real buy, too, on the Breakfast Time Plan (½ Class C rates). And Channel 2 tops the morning kiddie show ratings month after month in ARB and Nielsen.

"B'WANA DON" HUNT and scene-stealing chimp, "Bongo Bailey"

WJBK-TV

A Storer Station

Channel 2 CBS **Detroit**

NATIONAL REPRESENTATIVE: THE KATZ AGENCY

WEEK IN BRIEF

Smoked-filled rooms are the order of the day as network and advertising groups plan next season's tv programming. More hour-long shows are in sight and less emphasis on comedy is anticipated. For the latest dope from Madison Avenue. See . . .

FALL PROGRAM LINEUP FORMS . . . 27

Revised type of sales format based on the rotating-minute plan is slated to go into effect for CBS-TV late morning programs. Stations will get more compensation if business is increased, it's indicated, based on stations carrying program. See . . .

HOW CBS-TV SALES PLAN WORKS . . . 42

Opinion is divided in key industry sources over a major free-speech issue—should Sec. 315 (equal-time) be wiped off the books or should the industry be satisfied with permanent suspension of the law for presidential campaigns. See . . .

INDUSTRY SPLIT ON SEC. 315 . . . 58

The average half-hour film will cost an extra $1,600 under the new contract between tv film producers and unions, judging by early estimates. Among items are a 10% wage boost and another 3% in fringe benefits. See . . .

PACT UPS FILM COST . . . 72

The longtime CBS record of aggressive news coverage ran into upstairs complications last week. Sig Mickelson, CBS News president, resigned, and Richard S. Salant takes his place, among other duties. Blair Clark was named general manager of news-special events. John F. Day also resigned. See . . .

CBS NEWS SHUFFLES AT TOP . . . 48

The danger of an all-network strike by technicians appeared to have subsided last week as NABET reached agreement with ABC and NBC for three-year contracts. This may speed up current negotiations between CBS and IBEW. See . . .

NETWORK, NABET AGREEMENT . . . 50

The combined advertising industries, seldom able to get together on their common problems and do something about them, assembled in Washington last week at the mid-winter Advertising Federation of America conference. They started to implement a boost-advertising campaign. See . . .

AFA MEETS AD THREATS . . . 30

Broadcasters may be divided about Sec. 315 but there is near-unanimity in opposition to the FCC's proposal to revise its financial reports, Form 324. It's even suggested the questions go beyond the Commission's authority. See . . .

NEW FINANCIAL FORMS OPPOSED . . . 84

Comments on FCC's rulemaking procedure to ban the sale of stations within three years are mostly opposed to idea, saying the FCC's objective is fine but would create even greater evils. See . . .

STATION SALE BAN OPPOSED . . . 62

Nothing like the excitement around the White House has been seen within memory of newsmen, and it adds up to important information for the nation. Next Kennedy news conference will be recorded but available immediately. See . . .

NEWS CONFERENCE INNOVATION . . . 62

One of America's great news and special events figures, Edward R. Murrow, has left CBS after a quarter-century to become head of the U. S. Information Agency. He bade goodbye to affiliates in an impressive closed-circuit talk. See . . .

MURROW MOVES TO USIA . . . 68

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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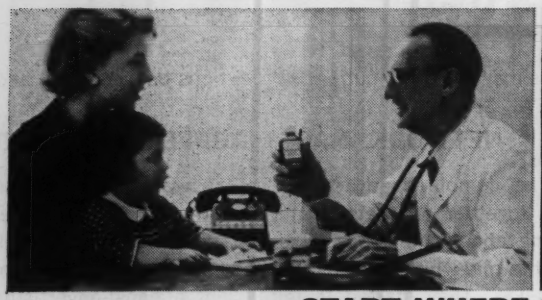
Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

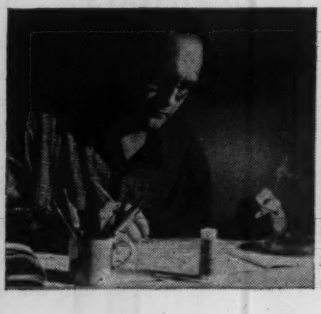
IF YOUR CLIENT IS THINKING OF SELLING DRUGS OR COSMETICS IN N. Y. C.

(and he should be; it's the biggest market in the U.S.)



START WHERE THE SELLING IS EASY

(easier because the New York market is bigger than the next 3 combined)

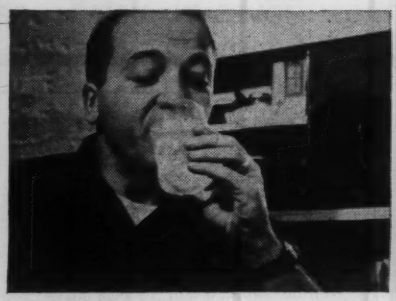


START WITH WINSland

(the proven path for reaching these people)

WHERE THE MARKET IS HAPPILY HOMOGENEOUS

(all ages, all interests, all incomes)



WINSLANDERS are all alike in one respect. They buy and use drug and cosmetic products at a rate undreamed of in any other market. They are health and beauty conscious to the tune of over half a billion dollars a year. Almost every minute of the day and night, WINS is the station in New York. MEDIA MORAL: If you sell drugs or cosmetics, sell it on WINS, the station with the listeners who take care of themselves.

For complete information call: WINS JUdson 2-7000

1010

WINS

NEW YORK

Nationally Represented by The Katz Agency

AT DEADLINE

FCC's $1,000 fines effective Feb. 13

Another new FCC rule—power to levy fines against licensees—was announced Friday (Feb. 3) by agency to implement amendments to Communications Act last summer (BROADCASTING, Sept. 19, 1960).

New power, effective Feb. 13, gives commission authority to levy fines up to $1,000 against station licensees for certain violations. FCC would be required to give alleged violator written notice of apparent liability and forfeiture involved. Licensee then would have 30 days to respond or pay fine. If violator does not respond, case would be turned over to attorney general for court action.

In past, FCC could levy fines only for violations of radio marine rules.

KTVT (TV) authorized two-city identification

FCC Friday (Feb. 3) announced following tv actions:

- Granted waiver of rules to permit ch. 11 KTVT (TV) Ft. Worth to identify itself as Ft. Worth-Dallas. Commissioner Robert T. Bartley dissented.
- Denied request by KBTX-TV Bryan, Tex., to move transmitter toward Corpus Christi and increase power and antenna "as patently not in accordance with commission's rules" on defective applications.
- Designated for hearing application by WMUR-TV Manchester, N. H., to shift transmitter 17 miles toward Boston; made WJAR-TV Providence, R. I., party to proceeding.
- Invited comments by March 2 on rulemaking to exchange ch. 52 Washington, Ind., for ch. 44 Vincennes, Ind. Vincennes U. asked for shifts as part of plans to build educational-commercial station on ch. 52.

Etv money bill scheduled for hearing in Senate

Senate Commerce Committee will hold hearings March 1-2 on bill (S 205) to provide states with grants of up to $1 million to purchase equipment for educational television stations.

Bill, which passed Senate in 1958 and 1959 only to die in House, is sponsored by Commerce Committee Chairman Warren G. Magnuson (D-Wash.), with three other Senators (of both parties) as co-sponsors.

Committee said leading educators, commercial broadcasters and FCC will be asked to testify. Names of witnesses are expected to be announced shortly.

In setting hearing date, Sen. Magnuson blamed lack of funds for fact that, of 257 channels set aside for etv, only 52 are in use. Several etv bills have been introduced in House this year.

Pulpit c-p-m: 15 cents

Church Federation of Greater Chicago Friday declared it's of "more than passing interest" that in 1960, year tv-radio "was rocked with scandal," 13 of Chicago's stations made available time for 1,365 Protestant and orthodox religious broadcasts with commercial value of over $277,000 and reaching nearly 137 million people. Churches themselves spent $19,000 on production costs. Federation said audience impressions were nearly double 1959, due in part to changed accounting system but also attributed increase "to greater promotional support" by stations. Federation marked with exclamation point fact that greater Chicago pulpits enjoyed broadcast cost-per-thousand of mere 15 cents.

NASA talking with GE on tv weather satellite

Negotiations are underway with GE for $4.5 million weather reconnaissance space satellite to be equipped with six tv cameras to scan earth's cloud cover, National Aeronautics & Space Administration said Friday. Project, under "Nimbus" nomenclature, is second step in long-range space weather surveillance program. Satellite, to be launched in polar orbit, will be permanently oriented toward earth through use of stabilization system. This is change from present Tiros series which have spacecraft spinning, permitting tv cameras to picture earth cloud covers erratically.

Tv cameras for Nimbus will be made by RCA, which also has subcontract for solar power system. Tv pictures will be stored on tape and transmitted to earth on command.

New study of ionosphere is scheduled to be undertaken this week; plans call for NASA to launch 74-pound radio transmitter into 240-1,600 mile high orbit. If successful, solar-celled Explorer IX satellite will transmit signals on six frequencies with varying powers. Transmission bands will be 20, 40, 41, 108, 360 and 960 mc.

General Foods move to NBC-TV discussed

General Foods, tv blue-chip advertiser, was continuing talks with NBC-TV Friday (Feb. 3) on possibly switching its nighttime programs from CBS-TV to NBC-TV next season (also see earlier story, page 27). If switch materializes—decision may be final over weekend or sometime today (Feb. 6)—it would represent boon for NBC-TV.

GF at start of this season on CBS-TV had sponsorship of *Danny Thomas Show, Andy Griffith Show,* and alternate weeks of *Angels, Ann Sothern Show, Aquanauts, Hennesey, Twilight Zone* and some of *Rawhide.* GF also is bidding for network spot for at least one new show (its own) called *The Freshman.* Of CBS-TV lineup that GF has, *Angels, Sothern* and *Aquanauts* appear closest to being dropped next season, with *Twilight* and *Hennesey* going either way. General Foods has control or ownership in at least *Danny Thomas, Griffith, Sothern* and *Hennesey.* Agencies involved: Benton & Bowles and Young & Rubicam, both N. Y.

NAB Tv Code Board ok's limited 'Iceman' showing

NAB Tv Code Review Board granted qualified endorsement of "The Iceman Cometh," Eugene O'Neill drama, for tv exhibition, at close of two-day meeting in Hollywood (early story p. 44).

Board said it believed tv version originally shown on WNTA-TV New York acceptable for television "but only under special circumstances." It said decision by individual stations should be predicated "on knowledge of the tastes of the station's audience and on the availability of broadcast time which will direct presentation to those in the audience not offended by such drama."

Serious intent of drama was cited by tv group and fact that play is generally recognized as one of America's greatest dramas.

Focus on NBC-TV programs

Programming is due to take center of stage this week when executive committee of NBC-TV board of delegates holds annual session with NBC top echelon in Phoenix. Network executives plan to present program plans for both summer and fall. Jack Harris, KPRC-TV Houston, heads affiliates group; NBC delegation is expected to be led by Chairman Robert W. Sarnoff, President Robert E. Kintner and Senior

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Kingsley

Walter Kingsley, president of Independent Television Corp. since its founding in 1958, resigned due to differences existing on overall policy planning for future. **Michael Nidorf,** currently chairman of board, will assume presidency of firm. Mr. Kingsley formerly worked as salesman for WHOB (now WGAW) Gardner, Mass., and commercial manager for WCOP Boston. He went into tv film with Ziv Television in 1949 and in eight years rose from salesman to general sales manager. His future plans are undecided.

Richard Barron, promotion manager and assistant to general manager, WSJS-AM-FM-TV Winston-Salem, N. C., appointed administrative assistant to Harold Essex, president of stations. Mr. Barron has served with WSJS since 1944 and was made promotion manager in 1955 and assistant to general manager in 1957. In other staff changes, Henry Pointel appointed manager, radio program department, and Parker Duncan made manager, regional sales division, both WSJS-TV.

Robert A. Dearth, since 1956 vp in charge of domestic and international activities for Morse International Inc., N. Y., appointed president of agency. At same time, **Jerome Patterson,** president for last 11 years, is elevated to board chairman. Mr. Dearth formerly served as copywriter and account executive for McCann-Erickson, Cleveland, and was assistant to president and vp of Ross Roy Inc., Detroit.

Harry LeBrun, vp and general manager of WLWA (TV) Atlanta, resigns because of conflict in policy matters. **James H. Burgess,** sales manager of WLWA since 1957, succeeds Mr. LeBrun. Prior to joining Atlanta outlet, Mr. Burgess was national sales representative for Crosley Broadcasting Corp., Cincinnati (parent organization of WLWA), and served as sales director of WLWC (TV) Columbus. Mr. LeBrun, who came to Atlanta in January 1955 after serving as assistant manager of WLWT (TV) Cincinnati, was named vp and board member later that year.

Mr. LeBrun

Mr. Burgess

Sig Mickelson, president of CBS News, resigns in major realignment of network's news operation. Action closely followed resignation of **John Day,** news vp of division. **Richard S. Salant,** chairman of committee which oversees that division, succeeds Mr. Mickelson. **Blair Clark,** CBS correspondent, appointed vp and general manager. (See story page 48 for details.)

Mr. Oswald

George Oswald, formerly vp at Kenyon & Eckhardt, joins Geyer, Morey, Madden & Ballard, N. Y., as senior vp. He will be based at agency's New York headquarters, but will serve as liaison and coordinating executive for GMM&B regional offices in Chicago, Los Angeles, Omaha and Portland, Ore. In his nine years at K&E, Mr. Oswald was director of its regional offices and supervisor of several national accounts. Previously, he had been associated with Cecil Presbrey Inc. and with William Esty Co., in account management. His agency career began at J. Stirling Getchell Inc., from 1936-1942, in creative department and later in account management.

Edwin S. Friendly elected vp, program administration, and **Lester Gottlieb** elected vp, special programs, both for NBC-TV. Mr. Friendly, named director of program administration in 1960, joined NBC in 1959 and at one time was director, special program sales. From 1956 to 1959, Mr. Friendly was CBS' daytime program director. Mr. Gottlieb, whose appointment as director, special programs, was announced Jan. 24 (WEEK'S HEADLINERS, Jan. 30, 1961), has been vp of General Artists Corp., talent agency, and program executive with Young & Rubicam, New York. At General Artists, Mr. Gottlieb had responsibility for *Perry Como* show.

For other personnel changes of the week see FATES & FORTUNES

Executive V.P. David Adams. Meeting starts today (Feb. 6), may spill over into tomorrow.

Hamm's to co-sponsor Twins

Hamm's beer will co-sponsor 170 radio broadcasts and 50 telecasts of new Minnesota Twins (formerly Washington Senators) 1961 games, it was announced Friday. Broadcasts will be originated by WCCO-AM-TV Minneapolis and carried by 12-station sports network in northern Wisconsin, Nebraska, North and South Dakota, Iowa and Montana. Second sponsor will be named shortly. Ray Scott and Bob Wolff will do play-by-play and Halsey Hall, color.

Carey, Frear named to SEC

President Kennedy Friday nominated William L. Carey, Columbia U. law professor, chairman of Securities & Exchange Commission.

Former Sen. J. Allen Frear (D-Del.) was selected as SEC member. Sen. Frear was defeated for re-election last November.

Mr. Carey served on SEC staff for two years and in Justice Dept. before World War II.

He replaces Edward N. Gadsby as chairman.

NBC-TV eliminates planes

NBC-TV affiliates will receive newsfilms on same day basis, starting today (Feb. 6). New service, which can save as much as 24 hours over former airplane method, uses electronic syndication. NBC's lines now will transmit film to stations every weekday afternoon, affiliates then taping it for use on news programs.

Cunningham requests more data on payments

Chief Hearing Examiner James Cunningham continued his get-tough policy against applicants dropping out after payment of expenses with request for more information in ch. 10 Medford, Ore., case.

FCC announced Friday (Feb. 3) that Mr. Cunningham asked for "additional factual data" to support claim of expenses by TOT Industries Inc. and Medford Telecasting Corp. (BROADCASTING, Jan. 23).

Two had agreed to withdraw their applications on payment by third ch. 10 applicant of $6,700 to TOT and $9,300 to Medford Telecasting. Additional basis for expenses claimed was ordered to be filed by Feb. 15.

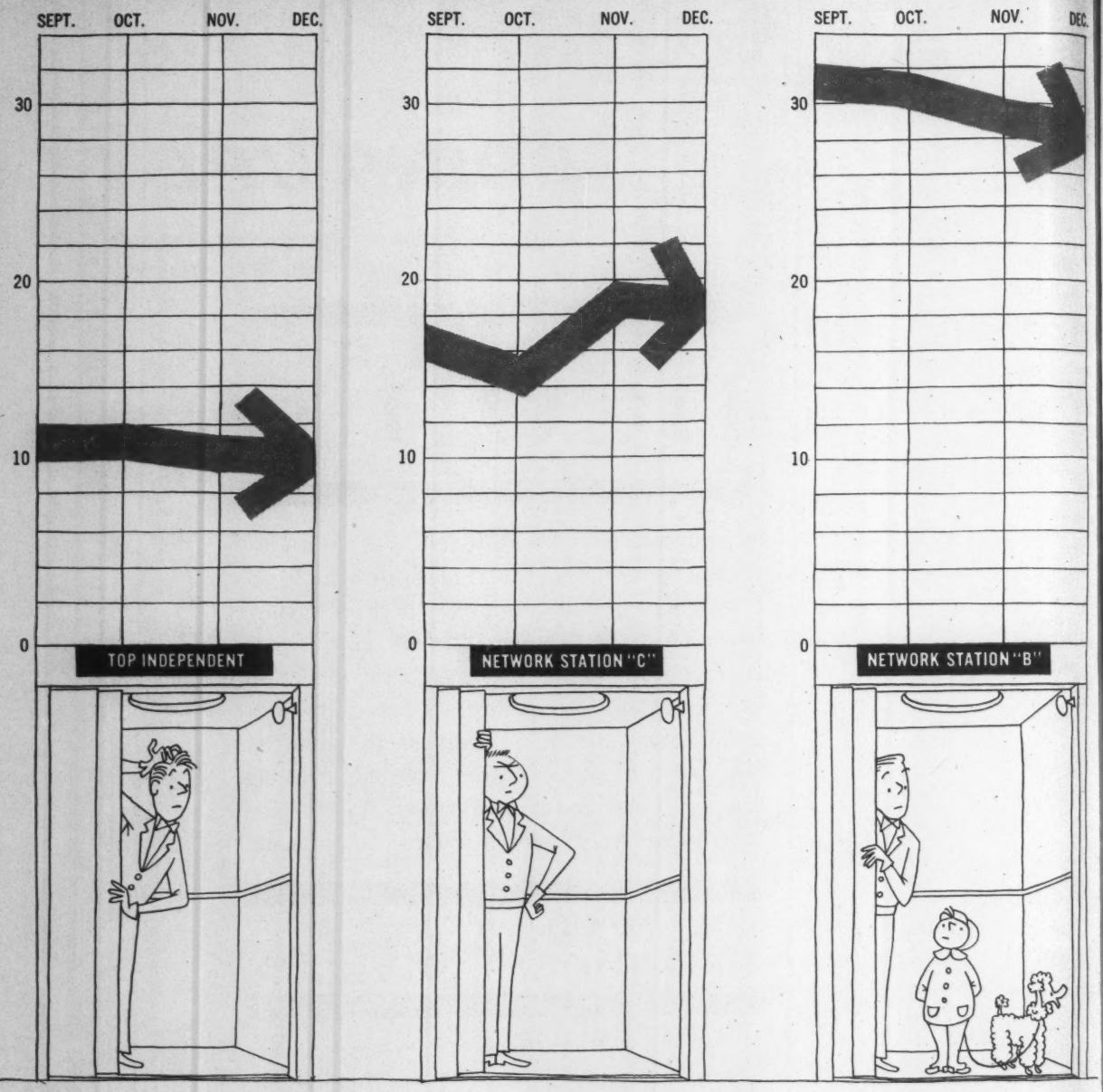
people

People watch. People listen. People know. And, people respond to stations which invite rather than intrude, which enlighten as well as entertain, which serve needs rather than fancies. Through the years, an adamant insistence on responsible programming and a willingness to shoulder the duties of a broadcaster, have helped bring each of our radio and television stations the most responsive audience in its area.

THE WASHINGTON POST
BROADCAST DIVISION

WTOP-TV CHANNEL 9 WASHINGTON, D. C.
WJXT CHANNEL 4 JACKSONVILLE, FLORIDA
WTOP RADIO, WASHINGTON, D. C.

PERCENT SHARE OF NEW YORK TELEVISION AUDIENCE*



*Total Week, Sunday through Saturday 6 am-12 midnight

Source: Nielsen Station Index, Sept.-Dec., 1960

GOING UP!

In television's most competitive market, the one that's pulling 'em in is WNBC-TV. Since this season's start, Channel 4's total-week share-of-audience has gone up more than all other channels combined (the major competing station's has gone down).

Morning to midnight, New Yorkers find more of the entertainment they like – more color programs, more specials, more lively excitement – plus the best in news and information programs – on Channel 4.

Could your sales curve use a lift? Then join the switch to WNBC-TV – the one that's attracting more new viewers in the world's buyingest market.

WNBC-TV 4
NEW YORK · NBC OWNED
REPRESENTED BY NBC SPOT SALES

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

Feb. 5-11—1961 Advertising Week.

Feb. 6—Hollywood Ad Club luncheon meeting, 12 noon at Hollywood Roosevelt Hotel. Kevin Sweeney, president, Radio Advertising Bureau, will speak on "Radio 1961."

Feb. 6-7—U. of Texas Journalism Seminar, "The Role of the Mass Media in a Democratic Society." Union Bldg., U. of Texas, Austin.

Feb. 6-10—NAB Board of Directors winter meeting. El Mirador Hotel, Palm Springs, Calif. Finance committees meet Feb 6; Distinguished Service Award, Membership and Convention Committees Feb. 7; Radio Board Feb. 8; Tv Board Feb. 9; Combined Boards Feb. 10.

***Feb. 7—Joint luncheon meeting, Los Angeles Advertising Club** and **Southern California-American Assn. of Advertising Agencies.** Featured speaker: Leo Burnett who will discuss "What is this Thing Called 'Advertising'?"

Feb. 7—International Broadcast Awards banquet of Hollywood Ad Club. 8 p.m., Moulin Rouge, Hollywood. Awards for outstanding broadcast commercials in international competition will be presented.

***Feb. 8—FCC** Chairman Frederick W. Ford will be principal speaker at annual meeting of **National Council of Churches,** Riverside Church, New York.

Feb. 8—Michigan Assn. of Broadcasters annual legislative dinner honoring all members of the Michigan Legislature, Administrative Board and congressmen from that state; Feb. 9—MAB spring convention and business meeting. Jack Tar Hotel, Lansing, Mich.

Feb. 9-11—Mutual Advertising Agency Network initial meeting of 1961. Canterbury Hotel, San Francisco.

Feb. 11—American Women in Radio & Television Chicago chapter's fourth annual conference. Drake Hotel. Among speakers: Virginia Graham, tv personality; Carter Davidson, international news analyst, WBBM-TV Chicago; Montez Tjaden, promotion manager of KWTV (TV) Oklahoma City and president-elect of the national AWRT; Frank Hogan, executive editor of *McCall's* magazine, and Sid Bernstein, editor of *Advertising Age*.

***Feb. 12-18 — Variety Clubs International Week.** Organization, annually raises money for abandoned, needy and handicapped children.

***Feb. 13—William C. Coombs,** chief, space telecommunications section; Radio Systems Div., Boulder Labs., National Bureau of Standards, on Digital Tv before Washington chapter, **IRE,** at 8 p.m., Smithsonian Institution, Museum of Natural History, Washington, D. C.

Feb. 14-15—Assn. of National Advertisers, cooperative advertising workshop. Hotel Ambassador, Chicago.

Feb. 15—Hollywood Ad Club in-depth clinic on radio sales. Hollywood Roosevelt Hotel, 11 a.m.-2 p.m. Robert Light, president, Southern California Broadcasters Assn. will be chairman.

Feb. 15—New deadline for comments on **FCC's** proposal to add ch. 9 to Syracuse and ch. 13 to Rochester, both New York, and other changes to bring this about. Replies due Feb. 27.

Feb. 15-17—Institute of Radio Engineers 1961 international solid-state circuits conference. U. of Pennsylvania and Sheraton Hotel, Philadelphia.

***Feb. 16—National Brotherhood Awards** dinner, sponsored by **National Conference of Christians and Jews.** Roosevelt Hotel, New York City.

Feb. 18—Western States Advertising Agencies Assn. annual dinner dance. An award will be presented to the "Advertising Citizen of 1960." Venetian Room, Ambassador Hotel. Los Angeles.

Feb. 22—Broadcast Board of Governors hearings at Ottawa, Ont.

Feb. 22-23—Sixth annual Conference of Presidents of State Broadcaster Assns. Shoreham Hotel, Washington, D. C.

***Feb. 24-26—Annual meeting, New England Chapter, American Women in Radio and Television.** Somerset Hotel, Boston.

Feb. 26—Broadcast Pioneers, New York chapter, first of a series of annual salutes to stations. WLW Cincinnati to be honored. 5 p.m., Latin Quarter, New York City. Proceeds will go to the Broadcasters' Foundation Inc.

Feb. 26-Mar. 1—Pacific Electronic Trade Show. Great Western Exhibit Center, Los Angeles (components show).

***Feb. 28—Radio & Television Executives Society,** timebuying and selling seminar. 12:15 p.m., Hawaiian Room, Hotel Lexington, New York. "TV taboos," Stockton Helffrich, director of NAB tv code board, New York office.

Feb. 28—American Marketing Assn., New York chapter, marketing workshop: new developments in analysis of marketing research data. Lever House auditorium, New York, 4 p.m.

MARCH

***March 3-4—Vhf** translator conference sponsored by *DXing Horizons*. Hotel Utah, Salt Lake City.

March 3-4—U. of Oklahoma annual radio-tv conference and clinic. Norman, Okla.

***March 7—Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Time buying and selling seminar.

March 9—Radio & Television Executives Society of New York annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel. New York City.

March 13—New deadline for filing comments on **FCC** proposed rulemaking concerning requirements for frequency monitors. Replies due March 23.

***March 14—Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Speakers: Ben Strouse, general manager, WWDC Washington, D. C., and John McClay, general manager, WJZ-TV Baltimore. "Case histories of successful editorializing on radio and tv."

***March 17-18—Arkansas Broadcasters Assn.,** spring convention. Hotel Marion, Little Rock.

March 17-18—Professional Advertising Club of Topeka workshop and clinic. Washburn U., Topeka, Kan.

***March 20-23—Institute of Radio Engineers** International Convention. Program of 275 papers covering recent developments in fields of all 28 IRE professional groups will be presented in 54 sessions at Waldorf-Astoria Hotel and N.Y. Coliseum. Highlight of program will be special symposium on new energy sources, March 21, at Waldorf.

March 20-25—Third annual short course for newsmen in analysis and reporting of crime news, sponsored by **Northwestern U.'s** schools of journalism (Medill) and law, downtown campus, Chicago.

***March 21—Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Martin Mayer, author is speaker.

March 28—American Marketing Assn., New York Chapter, marketing workshop: Report writing for management reading. Lever House auditorium, New York, 4 p.m.

***March 31—Deadline** for entries in **American Tv Commercials Festival.** Entries should be sent to Wallace A. Ross, festival director, 40 E. 49th St., New York 17.

APRIL

***April 1—FCC** deadline for applications for construction permits for authority to replace or modify temporarily authorized vhf tv broadcast repeater facilities.

April 1—Deadline for entries in the Ameri-

Were you waiting for a picture?

If you don't have UPI, you didn't have this exclusive picture of the hijacked Portuguese luxury liner Santa Maria cruising at sea. It was made by UPI photographer Bill Sauro from a U.S. Navy patrol plane and transmitted to UPI subscribers more than three days ahead of the second best effort.

United Press International

UPI NEWSPICTURES TELL THE STORY

KIFI-TV

IDAHO FALLS–POCATELLO, IDAHO

Full Power . . . 316,000 Watts

CHANNEL 8

NBC

New powerful selling force in Idaho

When you re-evaluate your TV buys in growing Idaho, be sure to ask for all the information on the newest station, KIFI-TV, covering the expanding dual city market of Idaho Falls and Pocatello; also penetrating the prosperous surrounding area. Contact James Brady, President & general manager or The Meeker Company.

Represented nationally by:

KIFI-TV

The Meeker Company inc.

NEW YORK, PHILADELPHIA, CHICAGO, SAN FRANCISCO, LOS ANGELES

can Bar Assn.'s **Gavel Awards** competition given to tv, radio stations and newspapers in major cities for "outstanding contribution to public understanding of the American legal and judicial systems."

*April 4-7—**Audio Engineering Society**, West Coast spring convention. Ambassador Hotel, Los Angeles.

April 6-8—Montana Broadcasters Assn. annual meeting. Billings, Mont.

*April 9-12—Fourth Public Service Programming Conference for broadcasting industry produced and sponsored by the **Westinghouse Broadcasting Co.** Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

April 10-13—**National Premium Buyers** 28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

April 14-15—**Kansas Assn. of Radio Broadcasters** annual convention. Jayhawk Hotel, Topeka.

*April 15—**West Virginia AP Broadcasters** meeting, Charleston.

April 17—**Academy of Motion Picture Arts & Sciences** Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 20-21 — **Pennsylvania AP Broadcasters Assn.** Sheraton Hotel, Philadelphia.

April 20-22—**American Assn. of Advertising Agencies** annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—**Alabama Broadcasters Assn.** spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

April 21-22—**National Assn. of Educational Broadcasters**, Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

April 24-28—**U. of Florida** third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—**American Marketing Assn.**, New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

*April 26-28—Seventh Region Technical Conference, **Institute of Radio Engineers.** Hotel Westward Ho, Phoenix, Ariz.

April 26-29—**Institute for Education by Radio-Television**, Deshler-Hilton Hotel, Columbus, Ohio.

*April 30-May 3—**U. S. Chamber of Commerce** annual convention, Washington.

MAY

May 1-31—**National Radio Month.**

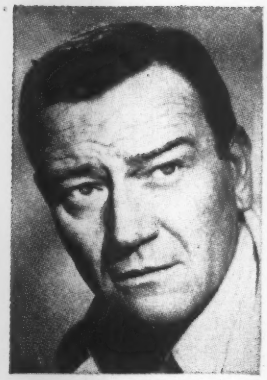
May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 **Western Electronic Show & Convention (WESCON).** Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

*May 3—**Station Representatives Assn.**, Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

Advertising Federation of America 1961 Conventions

April 6-7—**AFA** 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.
April 13-16—**AFA** 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—**AFA** 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—**AFA** 5th annual convention. Sheraton Park Hotel, Washington, D. C.



JOHN WAYNE CLAIRE TREVOR
LARAINE DAY ROBERT STACK
JAN STERLING PHIL HARRIS
ROBERT NEWTON DAVID BRIAN

A Wayne-Fellows Production
Directed by William A. Wellman

THE HIGH AND THE MIGHTY

NOW FOR T.V.

ANOTHER OF THE GREAT WARNER BROTHERS "FILMS OF THE 50's" FROM SEVEN ARTS

SAA

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 6710 Bradbury Lane • ADams 9-2855
LOS ANGELES: 11358 Elderwood St. • GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

ABC-TV's 2 Nielsen worth a 2 minute investing 2 million network television

Already the facts of 1961 are crystal clear. The competitive markets where the viewer can choose all three networks give each network the acid test, and here, ABC-TV emerges as the leader. What's more, the only brand new shows in the top five (My 3 Sons and The Flintstones) are on ABC-TV. The chart on the right clearly indicates that the big trend is to ABC-TV, and as we keep on saying... there is nothing harder to stop than a trend.

rating point lead is study by any advertiser or more dollars in

What network is first in the current Nielsen TV Report* for 1961? *(And it's consistently so.)*

	Rating	3 Network Share of Audience
ABC-TV	**21.3**	**37.2**
Net Y	19.2	33.6
Net Z	16.7	29.2

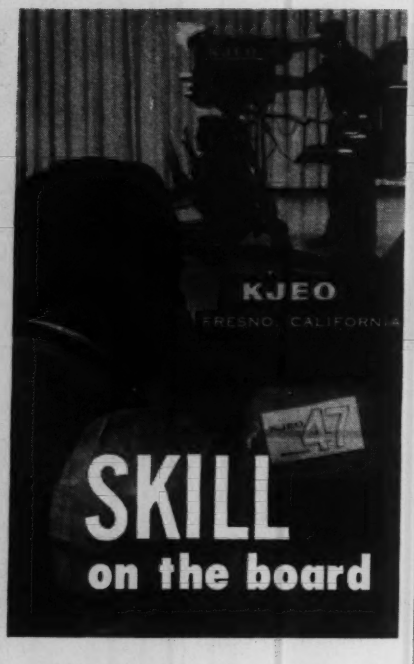
What network has the most half-hour firsts in the current Nielsen TV Report* for 1961? *(Your chances for success are best on ABC-TV; third only 12% of the time, Network Y, third 32% of the time; Network Z, third most of the time.)*

	Half-hour Firsts†	Half-hour Seconds	Half-hour Thirds
ABC-TV	**23**	**22**	**6**
Net Y	21	12	18
Net Z	8	16	27

What network has 3 of the top 5 programs in the current Nielsen TV Report* for 1961? *(ABC-TV is the trend-setter—not follower.)*

ABC-TV	**The Untouchables**	**37.9**
Net Y	Gunsmoke	34.5
Net Y	Candid Camera	33.8
ABC-TV	**My Three Sons**	**32.9**
ABC-TV	**The Flintstones**	**30.7**

*Source: Nielsen 24 Market TV Report week ending Jan. 15, 1961. Average Audience 7:30-11 PM Monday through Saturday, 6:30-11 PM Sunday. †ABC-TV and Network Y tied for one-half hour.



Skill on the board keeps "sell" in the message. Expert handling of commercial material can and does put your product ahead. When you've got the extras that count — smooth production of live or filmed commercial material, crisp delivery of local-live tags — your KJEO time-buy shows you know.

Throughout Central California KJEO-TV is famed for board men. And talent. Top announcers, top engineers, top film technicians are at work right now, to give you the "Air Time Product Image" you want.

Be confident. If KJEO-TV is your buy in the BILLION DOLLAR MARKET it's the best engineered by far.

our ratings? We've Got Them!
Check with your nearest H-R representative
our network affiliation? abc Of Course!

KJEO
CHANNEL 47 Fresno, California

J. E. O'Neill, *President*
Joe Drilling, *Vice Pres. - Gen. Mgr.*
W. O. Edholm, *Commercial Mgr.*

OPEN MIKE ®

'Wonderful things'

EDITOR: Many wonderful things have happened to me as a result of your kindness in publishing my MONDAY MEMO (Jan. 23). . . .

Friends with whom I had lost contact over the years have called and written to me, which is in itself very pleasing.—*W. P. Whitehorn, marketing director, American Sponge & Chamois Co., Long Island City, N. Y.*

Phone ringer

EDITOR: Thanks a million for the fine job which you did on covering our most recent study on behalf of the spot television industry, "Trends in the Selection of Media by the Top 100 Advertisers, 1956-1959" [BROADCAST ADVERTISING, Jan. 9]. It was indeed a thorough, well-organized story and has had our phone ringing with great frequency ever since. . . .—*Robert Hutton, Vice President & Promotion Manager, Edward Petry & Co. Inc., New York.*

The one and only

EDITOR: . . . There is only one radio station with physical facilities in Newburgh, N. Y.—WGNY. The station identified in the published article ("Five 'exurban' ams join MBS," THE MEDIA, Jan. 16) as being situated in Newburgh is located in another city—in another county!—*Campbell K. Thompson, General Manager, WGNY Newburgh, N. Y.*

Per inquiry proposal

EDITOR: . . . You will note enclosed ad from an agency (Jones, Brochard & Co., 2707 McKinney, Dallas 1, Tex.). For $50, they will address p.i. (per inquiry) offer to 366 radio stations which have shown interest in p.i. deals. Obviously, they have got 366 suckers to agree to run p.i.s for them.

But why doesn't this agency operate on a p.i. basis, too, since they expect the radio industry to do same? Why doesn't this agency address these radio stations for nothing and let the client pay only for the number of stations who do accept the p.i. offer? What this agency expects from radio, it should be prepared to do also. — *Walter H. Stamper, Commercial Manager, WAPO Chattanooga.*

On coming of age

EDITOR: Although WLBC went on the air in 1926, it became of age in December when we broadcast our first editorial on WLBC-AM-TV.

A few days before, a 15-year-old boy was standing on a corner waiting for his mother to pick him up after a basketball game when a group of other boys who had been drinking beer engaged in a fight nearby. One asked the waiting boy to join in the fracas and when he refused he was struck a blow on the head and died two days later.

This fatal attack was but one of a series of affairs which has been spreading through our community and it was about this serious outbreak of juvenile delinquency that we spoke out in our first editorial. Since then we have received a great many letters from business, religious and civic leaders and it was the subject of several Sunday School lessons and a sermon and I was called on to read and lead a discussion on it at the local Rotary Club. There will be more editorials from our stations.—*Don Burton, President-Treasurer, WLBC-AM-TV & WMUN (FM) Muncie, Ind.*

'Righteous wrath'

EDITOR: You dipped your pen in righteous wrath and the result, "Spectre of censorship" (EDITORIALS, Jan. 30), is worthy of the cause it serves.

Congratulations, warm thanks and best wishes.—*Kenneth Clark, Vice President, Motion Picture Assn. of America Inc., Washington, D. C.*

Not part of deal

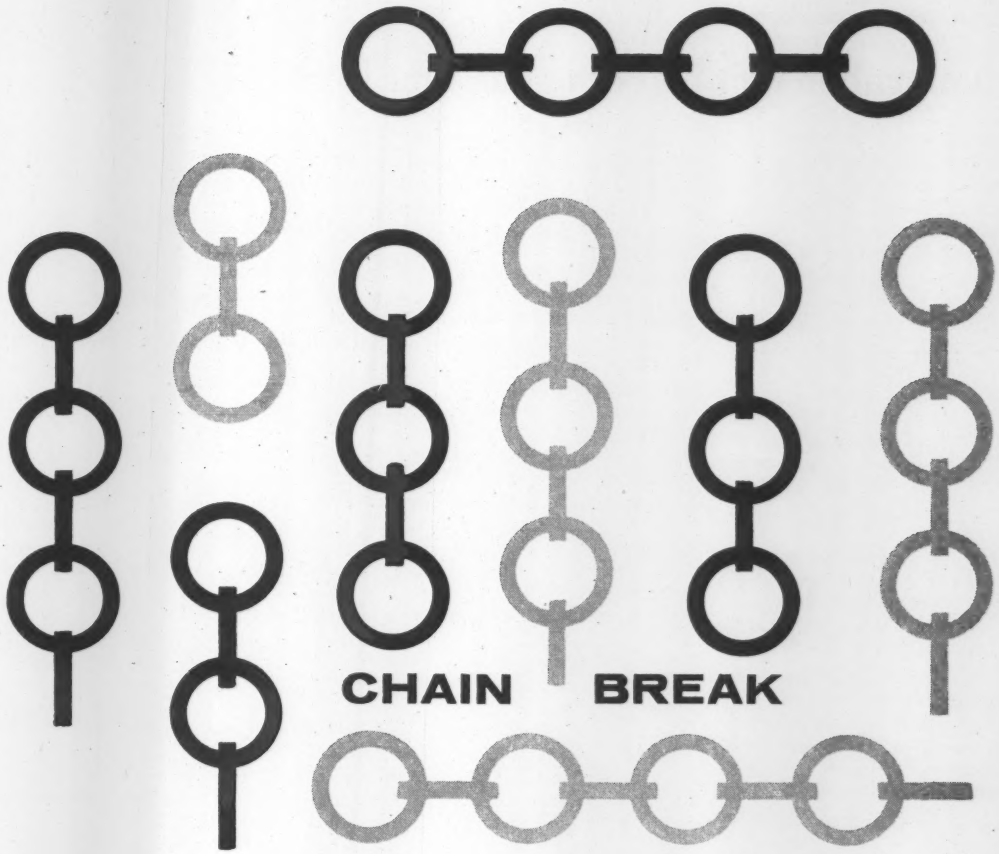
EDITOR: With reference to your CHANGING HANDS (Jan. 23), you are in error in reporting that the sale of WSAI-AM-FM Cincinnati to Jupiter Broadcasting Co. included the Muzak franchise in Cincinnati. The Muzak franchise in Cincinnati is owned and operated by Audio Electronics Inc.—*John G. Williams, Blackburn & Co., Atlanta.*

Unseeing audience

EDITOR: In a recent advertisement of ours, for which you so generously donated the space as your contribution to the fight against cancer, we said, among other things: "Nowhere can we reach a larger audience than through television."

What we meant to say was: "Nowhere can we reach a larger audience —for our films—than through television."

Obviously, our meaning wasn't entirely clear. For this we apologize most sincerely to our many friends and supporters in radio broadcasting who have written to us and pinned our ears back —as, I am afraid, we deserved. . . . —*Lane W. Adams, Executive Vice President, American Cancer Society, New York, N. Y.*



You too can make a necklace. Join the nine pieces of chain illustrated into an endless group of fifty links. But there's a catch (jewelry comes high). You must pay yourself a dime for each link you open and twenty cents for each link you solder closed. What's the smallest sum you'll have to pay yourself for sterling services rendered?

Send us the correct answer and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. If you already have it, say so in your entry and we'll provide an equally fascinating reward.

(Commercial: Link WMAL-TV with WSVA-TV and get the puissant Washington, D. C.-Harrisonburg, Va. markets at attractive combination rate.)

wmal-tv

abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

MONDAY MEMO

from DAVID C. STEWART, president, Kenyon & Eckhardt, New York

Daring innovation can be both soul- and sales-satisfying

The most important element in advertising today is, of course, creativity. And if you were to ask, "Where does creativity in advertising come from?" most people would mention the copywriters, art directors and television producers who create the ideas.

Some would tack on the photographers, illustrators, and studios that turn out the finished product. To a very great extent, this is, of course, true.

If you don't start with creative people, you'll never end with creative advertising, which is why we work so hard to develop staffs that are rich in truly creative people. But there is much more to it.

When I see a good tv commercial or ad, one that is both creative and effective, daring in concept, fresh, new, my tendency is to say, "Who wrote that?" Or, "I wonder who the producer was? He's great!"

Client's Daring ▪ But, more to the point, my inclination is to salute the men in the client's organization who had the daring and courage to spend their company's money on a great idea.

It's not easy to write great advertising. But many more great advertisements are written and developed than ever are seen. Every important agency has them languishing in the file cabinets. Very often the reason is that an agency could not get a client to see the value in the advertisement.

It's easy for a client to take the tried and expected. But the advertising manager, marketing director, or company president who has the courage to strike out in a new direction puts his job and his reputation on the line. And when he does it he is contributing mightily to the creativity of his advertising.

Similarly, it takes a far more courageous agency to sell daring advertising. And it takes much more sweat and persuasion to keep people from changing the material beyond recognition, to hold back from conceding that one little point that may sell the idea, but kill the spark.

Metrecal Story ▪ A most apt example comes to mind, strangely enough, in the advertising produced for the Edward Dalton Co. and their product, Metrecal, here at Kenyon & Eckhardt. Metrecal is a new concept in weight control. It demanded, in the minds and imaginations of the people at the agency, a conceptual design in advertising that would equal and do justice to the brilliance of the medical and nutritional principles upon which the product was developed.

Eschewing the highly dramatic picturization of the fat-man-turned-thin or the ungainly-girl-become-svelte, latter-day Cleopatra, Kenyon & Eckhardt adopted a policy of *information to the public about the product.* We decided that the truth, simply and effectively communicated, would be appreciated and absorbed by the people who had an overweight problem or knew someone who had one.

The management of the Edward Dalton Co., far more versed and learned in the ethical drug field than we could hope to be, saw at once the validity of the principle of straight communication which we recommended for their over-the-counter Metrecal sales. In fact, their executives took a basic idea and improved upon it with perception and active communications sense until the eventual end product was advertising that combined high readability and total integrity.

(The Kenyon & Eckhardt approach to Metrecal's advertising on *The Valiant Years* has been described at the agency as "semi-institutional." Metrecal began its association with that program, and network tv, for the first time on Jan. 1, 1961.)

(Basically the advertising on that program is made up of three commercials: a one-minute, a 90-second and a two-minute commercial. The product itself is not shown and is mentioned only briefly—in one commercial mention of the company only is made at its close. Martyn Green, theatre and tv actor, is narrator and appears as the Metrecal spokesman; in the hardest selling of the three types of commercials, Mr. Green's voice only is used. A so-called "epilogue" commercial, employing rear-screen projection technique, has been repeated on several shows and is nearly pure "public service," with Churchillian phraseology in narration.)

Metrecal's tv and print advertising tells the truth. It does not promise love and affection as available to only the slim and trim; it does not promise promotion and an office with a carpet to the slender businessman, and, most importantly perhaps, it does not shout "Revolutionary," "Foolproof" or ". . . never before . . .".

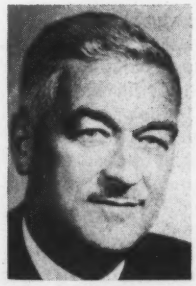
Risk Calculated ▪ The Edward Dalton Co. in approving the advertising took a calculated risk that it would be lost in a sea of over-loud announcers, brilliant color, giant type and shouted promises.

Don't ever kid yourself that it did not take a very real courage and daring for the unsaluted—too often unsaluted—people in the client's organization to spend their company's money on a good idea.

The rewards for such conviction are not ungreat. Metrecal is the accepted standard in a field of nutritional weight control products that's becoming crowded with similar products which only can be called imitators.

As each of us knows, it is fun to be followed, but not too closely. And the best way to assure a following, of course, is to create a product—be it of material nature or the advertising planned to sell the product—that so intrigues other people in the advertising and marketing field that they just have to try to better your performance and generally succeed in only copying.

The courage is in the pioneers, seldom in the "me too" clique.



David Stewart joined Standard Oil Co. (N.Y.) sales in 1928, later moved into fiscal management; was officer-director of large independent oil company from 1938-42; in Navy during war, emerging as lieutenant commander in 1946, when he joined K&E; became secretary-general manager in 1947, director in 1949; treasurer-executive committee member in 1952. He added title of senior vp in 1956 and became executive vp in 1958. He became president-chief executive officer last Sept. 15.

STATUES ON THE SCHUYLKILL portray early American history for plaza strollers and thousands of motorists who get in and out of town along beautiful East River Drive. Many have their radios on. Many of the many are dialed to 610.

Mr. & Mrs. Metrodelphia live with history, not alone through preserved national birthplaces, but as well through modern work, whose creators and endowers share a sense of history. The statuary is in the Ellen Philips Samuel memorial, on the East bank of the Schuylkill, just above "Boathouse Row." The list of sculptors reads like a fragmentary U. N. roll-call—Jose de Creeft, Karen der Harootian, Ahron Ben-Shmul, Waldimar Raemisch. On the other side of the statues, are thousands of mobile Metrodelphians, a growing portion of whom are listening to **WIP**, which has been attentive to the area's history and cultural life for 40 years. (Incidentally, our fm station, which already carries U. N. proceedings, will transmit all presidential press conferences.) Now, with the added impact of Metropolitan's new concepts, **WIP** is growing rapidly to the foremost audience position in Philadelphia. Many advertisers are re-writing their schedules. **WIP, Metrodelphia, Pa.**

A station of the Metropolitan Broadcasting Corporation. **Harvey L. Glascock,** V.P. & General Manager. **H. D. (Bud) Neuwirth,** Sales Director. Represented nationally by **Edward Petry.**

War is Hell

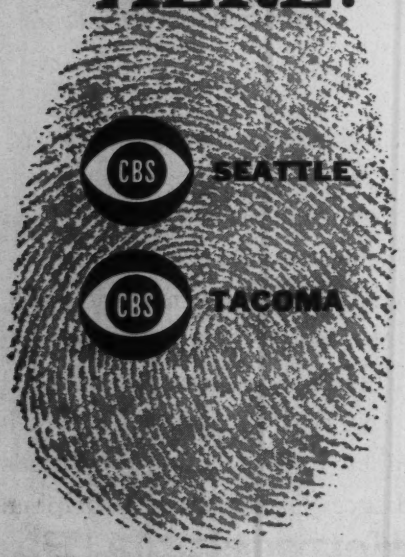
But the buying climate in the growing Greenville-Washington Market is HEAVENLY. WITN and WNCT dominate this market's 4 huge military installations and their 110,000 service folks. Bear this in mind when you plan your next campaign strategy. Avails and details are yours for the asking.

CHANNEL 9
WNCT
GREENVILLE, N. C.
CBS • ABC

7 witn
Washington, N.C.

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

PUT YOUR FINGER HERE!



A MARKET BIGGER THAN PITTSBURGH
. . . bigger than Boston and Jersey City combined

The Puget Sound area served by KTNT-TV includes 1½ million people with incomes greater than the national average. Besides Seattle and Tacoma, there are four other major cities within this station's listening area.

Before you buy TV on the West Coast, get the complete KTNT-TV story from WEED TELEVISION.

KTNT TV
CHANNEL 11
CBS Television for Seattle, Tacoma and the Puget Sound Area

BROADCASTING PUBLICATIONS INC.

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VICE PRESIDENT ..... MAURY LONG
VICE PRESIDENT ..... EDWIN H. JAMES
SECRETARY ..... H. H. TASH
TREASURER ..... B. T. TAISHOFF
COMPTROLLER ..... IRVING C. MILLER
ASST. SEC.-TREAS. ..... LAWRENCE B. TAISHOFF

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone Metropolitan 8-1022.

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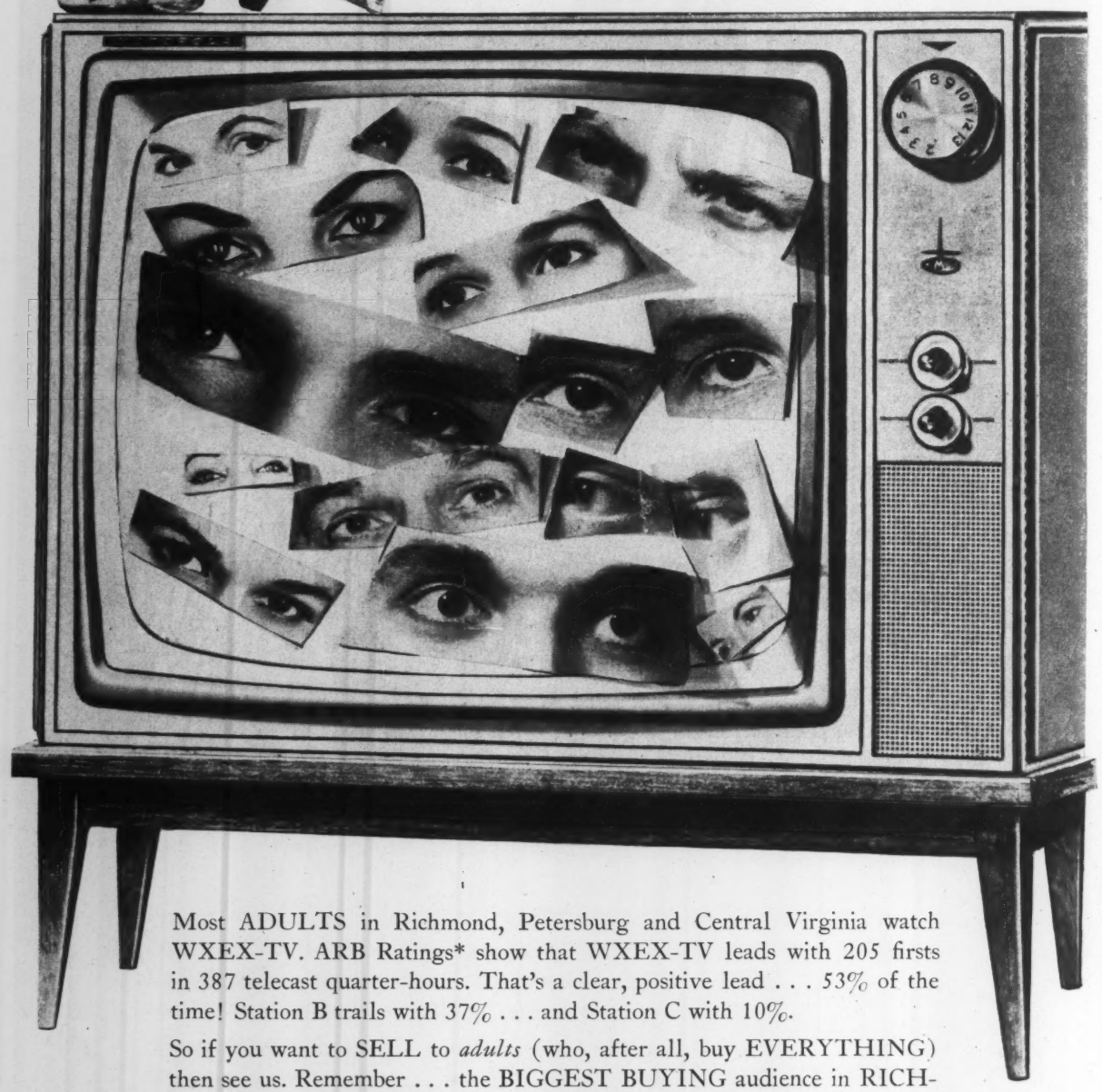
THAT WCKY SURE cooks up NEW IDEAS IN CINCINNATI!

Like it says ("as" it says?) in those perky Campbell Soup ads— "To make the best begin with the best." What they mean is, you have to start with a solid base and then add the gingers and spices to make it taste so good they can taste it! Same thing in radio, too. Example— WCKY—the big Y from Cincinnati. Pretty good start but WCKY doesn't stop there. Comes now the frosting on the cake—a whole cookbook of new ideas to make Cincinnati sit up and beg. Some of them in programming; some in promotion; all of them reciped to whet the appetite of the army of listeners who are sick-and-tired of the all-potatoes-and-no-meat diet in radio. Which is to say WCKY is an even better buy today. Talk it over with AM Radio Sales . . .

WCKY-RADIO IS SOME BUY!
50,000 WATTS—CINCINNATI

MORE ADULT EYES ARE GLUED TO WXEX-TV

than any other station in the • Richmond • Petersburg • Central Virginia Area



Most ADULTS in Richmond, Petersburg and Central Virginia watch WXEX-TV. ARB Ratings* show that WXEX-TV leads with 205 firsts in 387 telecast quarter-hours. That's a clear, positive lead . . . 53% of the time! Station B trails with 37% . . . and Station C with 10%.

So if you want to SELL to *adults* (who, after all, buy EVERYTHING) then see us. Remember . . . the BIGGEST BUYING audience in RICHMOND, PETERSBURG AND CENTRAL VIRGINIA is the big ADULT audience . . . and they buy what they SEE on WXEX-TV . . . .

*ARB, August 1960

WXEX-TV NBC

NBC-TV Basic: Tom Tinsley, President; Irvin Abeloff, Vice President. **NATIONAL REPRESENTATIVES: Select Station Representatives** in New York, Baltimore, Washington and Philadelphia; **Adam Young** in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; **James S. Ayers** in the South and Southwest.

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PROGRAM LINEUP FOR FALL FORMS

More action-adventure, new animation, less comedy in prospect as agencies skirmish for position on 1961-62 network schedule

Top-level negotiations between the tv networks and their advertisers and prospects were on in earnest last week with the first broad outline of next season's program schedule taking shape.

While it is far too early to determine what the final line-up may be it is evident from preliminary planning that there will be more hour-long action adventure, a scattering of new animation shows and less comedy programming in the 1961-62 season.

This year the start of network program selling comes a full nine months ahead of the time when the first of the new fall schedule will be aired.

Agencies with tv advertiser money to spend were penciling in program shuffling and changes as they were received and tentatively negotiated with network officials. A composite sample of how the three-network 1961-62 schedule could look next fall appears in the chart on page 29. The program chart reflects initial selling and program talking proposals as received by agencies. Though this program sequence is certain to be changed from week to week until well into the spring, it portends network (and to some extent, advertisers) program thinking.

Advertisers ▪ These were among the significant advertiser developments:

▪ Procter & Gamble apparently has decided to stick with ABC-TV for its *Rifleman* program that appeared at one time to be headed for a CBS-TV slot. P&G, meanwhile, held fast to an hour period (10-11 p.m. on Friday) on ABC-TV. Reportedly under consideration: *Detectives* or a half-hour show plus *The Law & Mr. Jones* or a new hour show.

▪ General foods and its agencies were busily weighing their network lineup with a possibility held out that NBC-TV might wean business from CBS-TV by offering the advertiser an entree in *Wagon Train* next season. In addition to General Foods' current half-hour situation comedy business on CBS-TV, most if not all of which is expected to continue next year, the advertiser has held talks with CBS-TV on slotting a new half-hour show, *The Freshman*, starring Gertrude Berg (Four Star Productions). But as yet the deal has not been firmed.

Though only two advertisers, P&G and GF initial moves usually signal the start of the negotiating season. Among other advertisers, duPont has settled on an hour show on NBC in Sunday, 10-11 p.m., that will feature a "potpourri of quality" as expressed by a spokesman last week. In the hour will appear some dramatic shows, *Project 20's*, and a few Irv Gitlin (NBC's public affairs programmer) efforts. (DuPont is dropping *Show of the Month* and *June Allyson Show* on CBS-TV).

A report considered by some as "unlikely": Possibility that the hour-long Dinah Shore show on NBC-TV will be cut back a half hour by Chevrolet Div. of General Motors, her long-time sponsor.

At the week's end, NBC-TV sealed Purex' comeback on that network for next season by wrapping up the advertiser for five specials, one per month, October through February. Foote, Cone & Belding and Purex had been considering a CBS-TV package that would have included some *CBS Reports* programs. American Tobacco reportedly had purchased the new half-hour *Bob Cummings Show*, a comedy slated for CBS-TV.

Agencies ▪ From the agency quar-

A certain grant of radio-tv freedom

The pay-off for broadcasting's historic coverage of the 1960 political campaigns began to be evident last week. During hearings on revisions of the political broadcasting law, Sen. John O. Pastore (at right), chairman of the Senate Communications Subcommittee, predicted broadcasters in 1964 would have at least as much freedom to cover campaigns as they had in 1960. He thought it a sure bet that the Congress would make permanent the 1960 suspension of the equal time law's application to presidential and vice presidential candidates.

A day later President John F. Kennedy made Sen. Pastore's prediction look like a sure thing when he said, in answer to a question at his news conference, that he would agree to meet his opponent in television debates if he ran for re-election in 1964. The debates of 1960 were made possible by the temporary suspension of the law.

What about total repeal of Sec. 315, the political

broadcasting law? Sen. Pastore thought that would be tougher to get. But he's willing to listen to arguments and will resume hearings later on, perhaps next month. See story page 58.

ter: J. Walter Thompson, a major network billing agency, indicated it was "just about" starting its talks with networks about programming efforts but had no commitments, Nearly every other major agency reported much the same: few commitments, even fewer pilots seen (apparently there are fewer pilots to be seen this year).

As described by one agency official: This is the time for gathering "intelligence" on what networks are offering (or would offer) and which agencies are interested in buying which shows, while evaluating the effect of potential buys.

Programming ▪ As drawn up from numerous sources last week, this would appear to be the networks' program thinking:

▪ A continuation of the hour-long show trend. Most new hour series will be of action-adventure and include such shows as MGM-TV's *Cain's 100, 87th Precinct, Portofino* (on international police) on NBC-TV; *Defenders* on CBS-TV, *The Corrupters, Safari, Nevada Police* on ABC-TV. CBS-TV would appear to be following the pattern already set by ABC-TV and NBC-TV in slotting hour shows throughout the week, and in fact has called a moratorium on any additional half-hour pilot production from "outside" producers, having enough already in the works for the next season.

▪ Trend to action-adventure. The action-adventure trend, including imitators of the highly-popular *The Untouchables* and *77 Sunset Strip* as well as the "police file" type program would appear to lead "popular" programming next season.

Agencies feel there'll be more animation shows (among ABC-TV's animations plans: return of *The Flintstones, Bugs Bunny* and possible addition of *Top Cat* and *Calvin and the Colonel*); NBC-TV will have at least two different Disney presentations.

They see fewer total comedy shows (this already is evident in the initial programming proposals offered by the networks). Variety and public service programming probably will not change significantly.

▪ An extension of the "proven" show. For example, CBS-TV is prepared to make new *Gunsmoke* series, expanding it from a half hour to an hour (while repeating the half-hours), there's talk of possibly making *Tennessee Ernie Ford,* an hour rather than a half-hour long; on NBC-TV, while ABC-TV is considering repeats of *Maverick* 6:30-7:30 p.m.

▪ Probable return of feature film showing. NBC-TV is proposing this for its Saturday evening lineup starting at 9 p.m. (ABC-TV in the past has shown some features on Sundays as *Film Festival.*)

Titles ▪ Titles of possible new shows (with the network designated) have been piling up. A sample:

ABC-TV—*The Corrupters, Nevada Police,* new drama show *Studio 61, Dr. Kate, Bus Stop, Kilimanjaro* or *Safari, The Lawyer, The New Breed, The Force, The Impatient Ones, The Circus* (series of specials), all hour-long shows; *Top Cat, Small Town D.A., The Hathaways* or *The Chimps* (with Peggy Cass) and *Room For One More,* all half-hour programs.

CBS-TV—*Everglades, Defenders* a new drama hour as yet not named, *The Freshman,* a new Bob Cummings vehicle.

NBC-TV — *Big Tent, Portofino, Women in The Case,* new *Disney's Wonderful World of Color* (RCA reportedly has signed for half, via J. Walter Thompson), *duPont Theatre, Dick Powell Show, Cain's 100, 87th Precinct,* all of these a full hour.

Highpoints ▪ Taking the highpoints in schedules by each evening and each network:

Sunday: ABC-TV's big change is to peddle reruns of *Maverick* before 7:30 p.m. The network is in doubt as to whether it will continue at 7:30 with a new *Maverick* series or program something else, (*Safari,* for example). Hour-long *Bus Stop* and *Asphalt Jungle,* which are back to back, and run through 11 p.m., are new, the former goes in next season, *Asphalt* is starting at the tail end of this season.

CBS-TV thus far is firm Sunday, the lineup remaining the same. NBC-TV's shuffle spotlights a new Disney hour, an open period at 8:30 p.m. unless Dinah Shore is cut to a half hour and moved back to 8:30. This would open the way for another hour show that would butt up against the new "*duPont Show.*"

Monday: There will be action on ABC-TV and a few minor changes on CBS-TV unless *To Tell the Truth* and *Pete & Gladys* are yanked for a full hour action program; and full revision for NBC-TV (including retention only of this season's *Americans*).

Tuesday: Assuming ABC-TV keeps *Rifleman* at 8 p.m., that night would begin to look different at 8:30 with animated *Top Cat* followed by hour-long *Nevada Police* and *The Corrupters.* CBS-TV starts with *Gunsmoke* reruns, has a probable opening at 8-8:30, will retain most of the other schedule, though the *Tom Ewell Show* may be shaky. NBC-TV would juggle time periods, drop its slot that had programmed specials, add the new *87th Precinct* or a similar type show.

Wednesday: It's not certain whether *Hong Kong* will fill the hour with which ABC-TV starts Wednesday night, and the 8:30-9 p.m. period is still open. But *Hawaiian Eye* and *Naked City* hours are slated to continue. CBS-TV is coming in with an action hour followed by another hour show, possibly a dramatic hour. NBC-TV with its

Shulton's salvage

The pilot of a film series that doesn't get regular airing isn't always wasted. Last fall Shulton Inc. examined more than 100 pilots, bought five it considered the best and placed them on the air in 85 markets as special holiday programming between Thanksgiving and New Year's. Last week Shulton named Flamingo Films Inc. to distribute the five half-hour shows for syndication. Flamingo initially will offer the five pilots to stations carrying the company's *Screen Director's Playhouse* anthology series and then to other outlets. The pilot films include: "The Wonderful World of Little Julius," with Eddie Hodges and Sam Levene "The Ring of Steel," with Margaret O'Brien; "Underwater Counterspy," starring Reed Hadley; "The Priest and the Parolee," with Lloyd Nolan, and "Invasion by Three," with Chuck Connors.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Jan. 26-Feb. 1 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Jan. 26	**Untouchables** (9:30 p.m.)	ABC-TV	33.1
Fri., Jan. 27	**Twilight Zone** (10 p.m.)	CBS-TV	23.3
Sat., Jan. 28	**Gunsmoke** (10 p.m.)	CBS-TV	33.5
Sun., Jan. 29	**Candid Camera** (10 p.m.)	CBS-TV	33.6
Mon., Jan. 30	**Danny Thomas** (9 p.m.)	CBS-TV	28.3
Tue., Jan. 31	**Bobby Darin** (9 p.m.)	NBC-TV	29.1
Wed., Feb. 1	**Naked City** (10 p.m.)	ABC-TV	25.4

Copyright 1961 American Research Bureau

How next fall's tv network schedule looks now

		7-7:30	7:30-8	8-8:30	8:30-9	9-9:30	9:30-10	10-10:30	10:30-11
SUNDAY	ABC	Maverick Reruns (starts 6:30)	Safari or Maverick		Lawman	Bus Stop		Asphalt Jungle	
	CBS	Lassie	Dennis the Menace	Ed Sullivan		GE Theatre	Jack Benny	Candid Camera	What's My Line?
	NBC		Disney's Wonderful World of Color			Dinah Shore		DuPont Theatre	
MONDAY	ABC		Cheyenne		Surfside Six		Adventures in Paradise		
	CBS		To Tell The Truth or Action Hour?	Pete & Gladys	Comedy?	Danny Thomas	Andy Griffith	Hennesey or other?	
	NBC		The Americans		Cain's 100		Dick Powell		Public Affairs
TUESDAY	ABC		Bugs Bunny	Rifleman or open	Top Cat	Nevada		The Corrupters	
	CBS		Gunsmoke Reruns	Comedy or Rifleman	Dobie Gillis	Tom Ewell	Red Skelton	Garry Moore	
	NBC		Laramie		87th Precinct		Hitchcock	The Thriller	
WEDNESDAY	ABC		Hong Kong or other?			Hawaiian Eye		Naked City	
	CBS		Action Hour?		Drama?		I've Got a Secret	U.S. Steel/Armstrong	
	NBC		Wagon Train		Price Is Right	Perry Como		This Is Your Life	Public Affairs
THURSDAY	ABC		Guestward Ho	Donna Reed	Real McCoys	My Three Sons	Comedy or Rifleman	The Untouchables	
	CBS		Action Hour?		Bob Cummings	Gunslinger?		CBS Reports	
	NBC		The Outlaws		Disney Cartoons	Bachelor Father	Ernie Ford ½ or hour	Groucho Marx?	Station Time
FRIDAY	ABC		The Chimps (Peggy Cass)	The Nelsons	Flintstones	77 Sunset Strip		Action Hour?	
	CBS		Rawhide		Route 66		Gleason Twilight Zone or?	Defenders	
	NBC		Big Tent		Nanette Fabray	Portofino		Women in the Case	
SATURDAY	ABC		Roaring 20's			Lawrence Welk		Fights	
	CBS		Perry Mason		Checkmate		Have Gun Will Travel	Gunsmoke	
	NBC		Bonanza		The Tall Man	Feature Films			

high-rated *Wagon Train* hasn't disclosed any radical changes that night.

Thursday: Reports make this a firm night for ABC-TV (except for 9:30-10 p.m.), but a questionable one for CBS-TV (*Gunslinger* if it makes it in at 9-10 p.m., and an action hour leading off at 7:30, with the new *Bob Cummings Show* at 8:30 p.m.) Even *CBS Reports* is not firm for that night. NBC-TV is squeezing in a Disney cartoon at 8:30, it is said while the Tennessee Ernie Ford and Groucho Marx situation appears to be sticky (reports vary from a new hour-long Ford vehicle to a revamped program or none at all).

Friday: This night would see few changes of significance other than CBS-TV's uncertainty for 9:30-10 p.m. and *Defenders* for 10-11 p.m., while NBC-TV's revamp includes the hour-long *Big-Tent* starting at 7:30 and at least two other hour shows—*Portofino* and *Women in The Case.*

Saturday: The Saturday night lineup includes an open period at 8:30 on ABC-TV and feature films starting at 9 p.m. on NBC-TV. The rest of the program appears much as this season.

Aside from these "tangibles," there's the increasing practice of presentations made before agencies on basis of a script and story line instead of pilot. There's another "unknown" quantity now developing: many producers are quietly seeking advice and "direction" from prospective buyers before filming, and there are instances of advertisers financing pilots. These "trends" potentially could effect a marked influence on a network's seasonal change.

AFA meets threats to advertising

CRITICISM, WASHINGTON PROBLEMS OUTLINED, AD WEEK PLANS AIRED

The two main problems facing the combined advertising industries—legislative-regulatory pressures and the growing criticism of its role in the national scheme—were met head-on Jan. 31-Feb. 1 at the Advertising Federation of America's third annual mid-winter conference in Washington.

A number of legislators took part, along with James M. Landis, special assistant to President Kennedy in charge of regulatory agencies and their place in the government (see Landis story, page 69).

AFA unveiled its year-long plan to present advertising's message to the public through all media, starting with Advertising Week Feb. 5-12. This project is being handled on a volunteer, cooperative basis but AFA plans to back it eventually with money and staff. George W. Head, National Cash Register Co., is national chairman of the 1961 Advertising Week-Year campaign. McCann-Erickson Advertising (U.S.A.) is task force agency. Daniel J. Edelman & Associates serves as volunteer public relations agency.

"The goal of the campaign," Mr. Head said, "is to upgrade the public image of the advertising industry by telling of advertising's vital role as a major force in American business.

"We would never tell one of our clients or our own companies that advertising their products or services one week a year would be adequate. To achieve maximum effectiveness, advertising must continuously, week after week and year after year, promote a better understanding of advertising."

Message ▪ President Kennedy sent a mesage to Arthur C. Fatt, president of Grey Advertising Agency, New York, and AFA conference chairman, in which he voiced hope the conference would accomplish "its stated objective of establishing a closer relationship between government and your industry and create a better understanding of advertising as a dynamic force in the national economy."

Donald H. McGannon, president of Westinghouse Broadcasting Co., and member of the AFA mid-winter conference committee, called on advertisers "to sell their products and what it means to America." He added that advertising "must not only demonstrate what it has been but what it can be."

Rep. Hale Boggs (D-La.), warned AFA that the taxing device is being used by the government for censorship purposes. Noting that President Kennedy already has shown he welcomes the full and free expressions of ideas from American citizens on ways to aid government and national progress, he said he introduced his bill (HR 640) providing for tax deductibility as ordinary business expenses for expenses incurred in advertising and other efforts to state a position on pending legislation or federal regulations. Under Treasury Dept. regulations issued in December 1959 such expenditures are not deductible.

Criticism ▪ Rep. Boggs criticized the Internal Revenue Service practice empowering local agents to interpret what constitutes unjustifiable expenditures for lobbying purposes. "No internal revenue should have that authority," he said. He said the Bill of Rights guarantees freedom of speech and freedom to petition the government for redress of grievances.

Rep. Bob Wilson (R-Calif.), partner in a San Diego agency (Champ, Wilson & Slocum), described the annual AFA Washington conference as one of the most constructive steps in the history of the federation. Most legislators consider good lobbying helpful in supplying important points of view and specialized information, he said.

James S. Fish, vice president of General Mills and AFA board chairman, described advertising as "a tool of the American free enterprise system." Commenting on the year-long drive to build advertising's image, he said the heads of the three tv networks have contributed heavily in money to

Moving forward with advertising

Television along with other media owes a basic responsibility to the public—"keeping our national economy moving forward," the Advertising Federation of America was told Feb. 1 at its mid-winter conference in Washington (story above) by Glenn Marshall Jr., WJXT (TV) Jacksonville, Fla., chairman of the board of Television Bureau of Advertising.

Introducing the TvB presentation "The Progress of Discontent" to AFA, Mr. Marshall said, "television, which both follows the wishes of the people and leads these same people, at the same time must be television which is free to tell all the news including that of our basic national economy. Remove from television this important news and you remove from industry the output of its production lines."

The TvB film shows the role of advertising and its ability to spur progress. It was presented by Norman E. Cash, and George G. Huntington.

Among participants at a TvB breakfast showing of its film, "The Progress of Discontent," were (l to r): Norman E. Cash, TvB president; Kenneth Laird, Tatham-Laird, Chicago, and James S. Fish, General Mills, Advertising Federation of America board chairman.

Night people listen to new "Clockwatchers" show on WSB radio, Atlanta

WSB "Clockwatchers" at work . . . Bill Foster, Brent Hill and Ben Fairbanks

Out of the night comes a new sound for night people "Clockwatchers" on WSB Radio from midnight to 5 a. m. Some of these night folks are traveling, some working in factories, some keeping vigil over cities. But wherever they are, whatever they're doing . . . radio is a constant companion. And a handsome share of this massive audience is within range of WSB. For Atlanta's 50,000 watt clear channel station has a night coverage pattern embracing 25,000,000 homes . . . 27 states.

"Clockwatchers" listeners hear lots of music, news of the latest happenings throughout the night, famous sports figures and important events, outstanding information and entertainment features. They hear this—all through the night. You can reach and sell this vast responsive audience of night people on WSB Radio's "Clockwatchers." Call Petry for information.

ATLANTA'S
wsb-radio

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

help finance tv commercials. Millions of dollars worth of air time and print space have been committed to the campaign, he said.

Dr. Steuart Henderson Britt, Northwestern U. marketing-advertising professor and author of the new book *The Spenders*, recalled that "what 180 million Americans buy—or don't buy—can determine what happens to our economy." He voiced concern that those who attack the American system have portrayed the advertising business as a conspiracy to undermine America. He added that some 200 bills were proposed in Congress last year to deal with controls over almost every phase of marketing and advertising.

Exacting Ethics ▪ John J. Ryan, AFA counsel, said government officials now saddled with an exacting code of ethics may ask the same thing of businessmen. He took note of a Federal Power Commission ruling which holds institutional advertising expenses can't be considered reasonable and necessary expenses of a business for the purpose of fixing rates. Finally, he cited the need for legislation to nullify a "crippling IRS regulation against institutional advertising that was adopted last autumn."

Edward Gudeman, Undersecretary of Commerce, advised advertisers and other business firms to devote more attention to foreign exports. He formerly headed Sears, Roebuck advertising.

Douglas L. Smith, director of advertising and merchandising, Johnson's Wax, called for higher advertising standards and the need for business conscience. He cited a statement by Howard M. Packard, company president, as a tv show was ending "amidst a clatter of tommy guns, crashing black limousines, a dying gun moll, dead gangsters and bleeding police." Here is Mr. Packard's statement, "You know, our standard may cost us business at times—but I really believe that it's worth it, long-term or short-term. Even if we get all the business by sponsoring television like that, I would rather not have it than be identified with such entertainment."

W. B. Murphy, president of Campbell Soup Co., said the consumer rejects advertising "that shouts too loud or claims too much just as he is out of patience with products that are of poor quality."

Morton J. Simon, associate AFA counsel, warned that states "are going to make a determined effort to retain — and protect jealously — their assumed rights to attack and tax advertisers from other states."

AFA's mid-winter conference wound up with a congressional reception.

Transogram plans tv spots

A heavy tv spot campaign is planned for next fall by Transogram Co., New York, which last Friday (Feb. 3) appointed Mogul, Williams & Saylor, New York, as its new agency. A manufacturer of toys, games, hobbies-crafts and juvenile furniture, Transogram comes to MW&S from Wexton Adv., New York, where the advertiser last year made its tv debut with multiple-market testing on spot. Fall plans include a campaign on top-rated children's shows in more than 50 markets. Additional tv promotional programs are expected to be announced at a later date. A major feature of all upcoming Transogram commercials will be the introduction of an animated character, "Transy," as the company's brand-identifying symbol.

Agency research role debated by experts

Agencies owe it to themselves and their clients to be active in all phases of research, Dr. Donald L. Kanter, executive director of creative research, Tatham-Laird Inc., Chicago, said Thursday in a debate on agency research involvement before the Chicago chapter of the American Marketing Assn.

But Edwin J. Gross, president of Gross Thumin Research Assoc., a St. Louis market research firm, felt agencies should get out of market research and confine research to their own product advertising.

Dr. Kanter said his agency frequently uses outside research firms to help solve marketing problems for Tatham-Laird clients, "but the question is really not whether to use outside research facilities, it is how, when and for what purpose they can best be used." He said clients today expect imagination, creativity and depth from agencies in all phases of advertising, including research. "This requires effort in all stages of the research problem," he explained, "including definition, data processing, analyses interpretation and report writing." He didn't feel this could be achieved in all cases by firms outside the agency since matters of security and client orientation are involved.

Dr. Kanter concluded that "it's the client's prerogative to hire anyone he chooses to research his product and keep him informed of his business progress and it's the agency's responsibility to research the product and anything else it needs to know to make sure it is doing a sound job."

Mr. Gross argued that agencies' expansion into market research gets them off the track from their original purpose —to create effective advertising for their clients and expose it in the most efficient media situations. He also felt agencies have been handicapped in marketing research because of the cost factor and the controversy over quality. He didn't imply discredit to the basic integrity or correctness of such research,

Network television gross time billings

Source: TvB/LNA-BAR

	NOVEMBER			JANUARY-NOVEMBER		
	1959	1960	Change	1959	1960	Change
ABC-TV	$13,103,250	$15,841,960	+20.9%	$112,384,714	$143,802,940	+28.0%
CBS-TV	23,458,970	23,563,839	+ 0.4	242,420,221	250,934,013	+ 3.5
NBC-TV	21,765,361	24,575,958	+12.9	213,837,126	226,949,294	+ 6.1
TOTAL	$58,327,581	$63,981,757	+ 9.7%	$568,642,061	$621,686,247	+ 9.3%

MONTH BY MONTH 1960

	ABC	CBS	NBC	TOTAL
Jan.	$13,260,010	$23,477,358	$20,980,897	$57,718,265
Feb.	12,677,110	22,977,171	19,923,712	55,577,993
Mar.	13,487,460	24,043,799	21,072,164	58,603,423
Apr.	12,701,240	22,580,032	20,642,038	55,923,310
May	12,876,050	23,209,917	19,414,264	55,500,231
June	11,948,700	22,062,832	18,959,323	52,970,855
July	12,529,660	23,442,997	19,805,457	55,778,114
Aug.	11,366,100	21,448,482	18,052,503	50,867,085
Sept.	11,875,080	21,103,437	18,436,653	51,415,170
*Oct.	15,239,570	23,024,149	25,086,325	63,350,044
Nov.	15,841,960	23,563,839	24,575,958	63,981,757

*October 1960 figures revised as of Jan. 31, 1961.

NETWORK TELEVISION GROSS TIME BILLINGS BY DAY PARTS

Source: TvB/LNA-BAR

	NOVEMBER			JANUARY-NOVEMBER		
	1959	1960	Change	1959	1960	Change
Daytime	$17,969,645	$21,651,460	+20.5%	$184,704,925	$190,892,428	+ 3.3%
Mon.-Fri.	14,219,118	17,880,879	+25.8	156,292,501	157,585,805	+ 0.8
Sat.-Sun.	3,750,527	3,770,581	+ 0.5	28,412,424	33,306,623	+17.2
Nighttime	40,357,936	42,330,297	+ 4.9	383,937,136	430,793,819	+12.2
TOTAL	$58,327,581	$63,981,757	+ 9.7%	$568,642,061	$621,686,247	+ 9.3%

1959

During 1959,

wmca 570kc

ranked as one of the top three radio stations in
15 out of 30 regular New York rating reports...

1960

During 1960,
29 out of 30.*

*Hooper Radio Audence Index, Total Rated Time Periods—12 Reports
NSI, Monday-Sunday, 6 am—12 Mid.—6 Reports
Pulse, Monday-Friday, 6 am-12 Mid.—12 Reports

wmca THE VOICE OF NEW YORK
wbny THE VOICE OF BUFFALO
rpi THE VOICE OF NEWS
the straus broadcasting group

1961

WGAL-TV serves the public interest

College of the Air

Now in its eighth consecutive year, this tri-weekly adult-level educational series is designed for classroom use in senior high schools, in colleges, and for home-viewing. Through close cooperation with eight colleges in the Channel 8 coverage area, WGAL-TV offers alert, diversified programming. College of the Air is just one phase of this station's many public service activities.

WGAL-TV
Channel 8
Lancaster, Pa. • NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

he said. But he feels there is a tendency for client research directors to question the validity of agency research since it was service that may have been thrown in with the ad account and which the client did not have the opportunity to specifically choose and buy.

Instead, Mr. Gross said, agencies should devote their attention to basic research in the mass communication processes, particularly media effectiveness, and on optimum ad expenditures and qualitative research on consumer attitudes, so they can develop more potent campaign strategy in pre-testing advertising (post-testing should be the client's job, he said) and counseling on market and product research.

Business briefly...

Max Factor & Co., cosmetics, Hollywood, and **Fedders Inc.,** air conditioners, Maspeth, N. Y., purchased participation in NBC-TV's *The Americans,* making the new Civil War adventure-drama series a virtual sell-out. Max Factor also bought into NBC-TV's *Michael Shayne* and three of the network's daytime shows. Agencies: Kenyon & Eckhardt (Max Factor); Hicks & Greist (Fedders).

The Doxsee Co., canned and bottled clam products, Brooklyn, started a Lenten season spot radio campaign yesterday (Feb. 5) in eight major markets, except in New York where the spot drive got underway last week. Other markets for the schedules of one-minute live commercials are: Los Angeles, Seattle, Detroit, Baltimore, Portland, Ore., Miami, and St. Louis. Agency: Smith/Greenland Co., N. Y.

Schweppes (USA) Ltd., N. Y., is lining up tv minutes in about 25 markets and a smaller schedule of radio availabilities. Agency: Ogilvy, Benson & Mather, N. Y.

Illinois Bell Telephone Co. for the ninth consecutive year will sponsor semi-final and final games of the Illinois high school basketball tournament on the afternoon and evening of March 17 on a 10-station tv network. Agency: N. W. Ayer, Chicago.

General Motors Corp., Fisher Body Div., Detroit, in an unusual move, is scheduling a spot radio saturation campaign in the top 50 markets for approximately five weeks, starting yesterday (Feb. 5). The division ordinarily conducts campaigns only during the introductory period of new GM cars in November, but decided on a second effort in spot radio to emphasize the theme: "Body By Fisher." A recent survey among GM dealers concluded that this theme was "a measureable asset." Agency: Kudner Adv., N. Y.

Roman Products Corp., Italian frozen foods, South Hackensack, N. J., has scheduled a radio spot campaign for the Lenten season, starting yesterday (Feb. 5), through April 22, on six New York stations (89 minutes weekly) and two Philadelphia stations (80 minutes weekly). Commercials will be both live and transcribed. Agency: Smith/Greenland Co., N. Y.

Corn Products Co., N. Y., is using tv spot in four cities to introduce a new line of seven packaged dehydrated soups produced by C. H. Knorr Co., German and Swiss-based enterprise that is part of Corn Products' organization. The company is building a soup plant in Argo, Ill. "Advance marketing" program has been set up in Columbus and Dayton, Ohio, Syracuse, N. Y., and Providence, R. I. It's reported a "healthy schedule" of one-minute filmed commercials has started in each city to continue throughout 1961. Other markets will be opened when Argo plant starts producing in July. Agency: Dancer-Fitzgerald-Sample, N. Y.

Quaker Oats Co., Chicago, plans to use tv spot drive in top 50 markets to introduce a new product, "Life," presweetened oat cereal that is ready-to-eat. Quaker also will use spots on its existing daytime and nighttime network tv vehicles for Life. The product has been heavily test-marketed since this marks the introduction of the hot cereal maker into the cold cereal field. Product introduction starts in April. Agency: J. Walter Thompson Co., Chicago.

Grocery Store Products Co. (Gold Medal Macaroni Div.) is starting an intensive spot tv campaign for Gold Medal noodles early in February in Los Angeles, Tucson and Phoenix, through Cunningham & Walsh, L.A.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for two weeks ending Jan. 8, 1961

TOTAL AUDIENCE (†)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	Rose Bowl Football Game	48.4	22.700
2.	Wagon Train	40.0	18,760
3.	Sugar Bowl Football Game	40.0	18,760
4.	Tournament-Roses Parade—NBC	39.3	18,432
5.	Gunsmoke	37.3	17,494
6.	Orange Bowl Game	37.1	17,400
7.	Rawhide	35.6	16,696
8.	World Championship Pro Football	33.8	15.852
9.	77 Sunset Strip	33.1	15 524
10.	Ed Sullivan Show	33.0	15,477

AVERAGE AUDIENCE (‡)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	Gunsmoke	35.1	16,462
2.	Wagon Train	33.6	15,758
3.	Rose Bowl Football Game	32.5	15 243
4.	Real McCoys	30.0	14,070
5.	Have Gun, Will Travel	29.7	13.929
6.	Rawhide	28.5	13.367
7.	Candid Camera	28.1	13,179
8.	My Three Sons	27.3	12.804
9.	77 Sunset Strip	27.2	12,757
10.	Dennis the Menace	27.1	12,710

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

Copyright 1961, A. C. Nielsen Co.

Background: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Candid Camera (CBS-175): Bristol-Myers (Y&R), Lever (JWT), Sun. 10-10:30 p.m.

Dennis the Menace (CBS-167): Kellogg (Burnett), Best Foods (GBB), Sun. 7:30-8 p.m.

Gunsmoke (CBS-201): Liggett & Myers (DFS), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-164): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

My Three Sons (ABC-188): Chevrolet (C-E), Thur. 9-9:30 p.m.

Orange Bowl (CBS-178), L&M (DFS), Rise (SSCB), Anacin (Bates), Mon., Jan. 2, 12:45 p.m. to conclusion.

Rawhide (CBS-202): Philip Morris (B&B). National Biscuit (M-E), Bristol-Myers (Y&R), Drackett (Y&R), General Foods (B&B), Colgate-Palmolive (L&N), Fri. 7:30-8:30 p.m.

Real McCoys (ABC-171): P&G (Compton), Thur. 8:30-9 p.m.

Rose Bowl (NBC-150): Gillette (Maxon), General Motors (M-E), Mon., Jan. 2, 4:45-7:17 p.m.

Sugar Bowl (NBC-175): B. F. Goodrich (BBDO), American Tobacco (SSCB), Wynn Oil (EWRR), Colgate-Palmolive (Bates), Schick (Compton), Whitehall (Bates), Mon., Jan. 2, 1:45-4:28 p.m.

Tournament of Roses Parade (NBC-180): Minute Maid (Bates), Mon., Jan. 2., 11:45 a.m.-1:45 p.m.

Ed Sullivan (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

77 Sunset Strip (ABC-174): American Chicle, Whitehall (both Bates), R. J. Reynolds (Esty), Beecham Products (K&E), Fri. 9-10 p.m.

Wagon Train (NBC-186): R. J. Reynolds (Esty), Ford (JWT), National Biscuit (M-E), Wed. 7:30-8:30 p.m.

World Championship Pro Football (NBC 180). Hygrade Food Products (Doner). Philip Morris Inc. (Burnett), National Brewing (Doner), Liebmann Brewers (FCB), Falstaff Brewing (DFS), Standard Oil of Indiana (D'Arcy), Standard Oil of Ohio (McCann-Marschalk), Hill Bros. (Ayer), Theodore F. Hamm Brewing (C-M), Mon., Dec. 26, 11:45 a.m.-2:40 p.m.

It's just a separation—not a divorce

SCHICK RAZORS DESERT TELEVISION FOR PRINT MEDIA

The Schick Safety Razor Co. is not displeased with television and is not completely foresaking it. That's the reassuring word for broadcasters from a company spokesman in the wake of last week's announcement that the razor firm is dropping television entirely for the remainder of the first quarter of 1961 and is placing the major portion of its $3.5 million advertising budget into newspapers.

The broadcasting media, still smarting from the recent decisions by the Shell Oil Co. and the American Dairy Assn. to devote all their 1961 advertising to print media instead of tv, had been hopeful that the Schick move was not part of the same pattern.

"This is not another Shell decision," William F. Siegel, advertising director of Schick, said in clarifying his company's position. "We were very pleased with the results from our sponsorship of the *Witness* program (CBS-TV) and *Peter Pan* Christmas Special (NBC-TV) last year. We are not disclaiming use of tv forever."

Mr. Siegel went on to explain that Schick's sales campaign for the first quarter of 1961 will give away a free grooming kit containing a comb, clipper, nail file, etc., to every purchaser of the Schick 1066 razor. The razors will be sold on a 14-day free money back trial. The customer keeps the grooming kit even if he returns the razor.

"We feel," Mr. Siegal went on to explain, "that newspapers give us the most effective coverage for this type of campaign. We don't want to worry about ratings and newspapers give us almost foolproof coverage." He emphasized, however, that his company was undecided at this point "what media we will use for the rest of the year."

Schick started its print campaign last week and will use a minimum of four large two-color ads in newspapers covering every major market in the country. This schedule is to be argumented by ads to run in six national magazines.

Schick decision ▪ The campaign is being handled by Norman, Craig & Kummel, the firm's new agency as of last week (BROADCASTING, Jan. 30). Mr. Siegel said the decision to switch media was made by Schick and not by N C & K or the firm's old agency, Benton & Bowles. Schick's agency change was one in a series of recent shifts involving conflicts in razor product interests. The latest report, called a "well-substantiated rumor" by a high agency official, has the Ronson lighter account leaving Norman, Craig and Kummel and going to Doyle Dane Bernbach Inc. Ronson, whose electric shaver account is handled by Papert, Koenig, Lois, apparently felt that by taking on the Schick account, N C & K, which only handled Ronson's lighters and accessories, had still created a product conflict.

Bolling adds two new offices

In a move to strengthen its overall sales efforts, The Bolling Co. opened new offices in Atlanta and Philadelphia on Wednesday (Feb. 1), the same effective date of its acquisition of the Headley-Reed Co. (BROADCASTING, Jan. 2). The additions bring the firm's total number of national offices to 14.

The Atlanta office will be managed by Frank A. Cason Jr., veteran southern territory time salesman, while Robert S. Dome, who formerly managed the Headley-Reed office in Philadelphia, will assume that responsibility in the new Philadelphia Bolling office. At the same time the station representative firm announced the addition of Edward R. Robbins, for the past 18 months national sales manager of KOCO-TV Oklahoma City, to its Dallas office.

A boy & his dog get bigger ad budget

A relatively modest toy advertiser, Colorforms Inc., Norwood, N. J., $550,000 budget in tv in 1960, has announced an increase of 23% in its 1961 advertising expenditures.

Ogden Kniffen, advertising director of the toy manufacturing company, said the new budget reflects its 18% rise in business in 1960 as compared with an average increase of 5% for the toy industry as a whole. Colorforms' advertising is on a year-round basis, including a 52-week schedule on CBS-TV's *Captain Kangaroo* three times a week and a spot schedule on children's tv programs in 20 major markets. The commercials, prepared by the company's agency, Kudner Adv., New York, feature Clarence, a boy, and Cromwell, a big, good-natured dog, who become involved in humorous situations and finish off each commercial singing "It's more fun to play the Colorforms way."

Also in advertising...

Marketing study ▪ A new merchandising report, "Marketing's New Target—2,000 One-Stop Store Managers," prepared by E. B. Weiss, vice president and director of special merchandising services for Doyle Dane Bernbach, is now available to the trade. The report covers some 2,000 giant chain store units and suburban branches of department stores, and pinpoints the current trend of giving a great deal of autonomy to the managers of these stores. It is the 15th in a continuing series of studies on basic merchandising trends that DDB has published.

Young in Boston ▪ Adam Young Companies, radio and tv station representatives, N. Y., has opened a branch office in Boston. Located at 129 Newbury St., the office is managed by Jim Smith, formerly of the New York office. Telephone: Congress 2-1145.

Ad education ▪ The Advertising Federation of America has sent a new service bulletin, "School Advertising Clubs Organization Guide," to 136 professional member clubs. It also is being made available to schools. The potential for clubs exists in thousands of high schools and hundreds of colleges that do not already have them, George T. Clarke, director of the AFA bureau of education and research, said. The guide gives five pages of advice on organizing, writing a constitution and listing source material available from the AFA.

Agency a la mode ▪ Wexton Adv. Agency, N. Y., has formed a fashion division headed by Penny Morell and Mary Entrekin. The Wexton Fashion Div. aims to attract a broad range of non-competitive men's and women's fashions, including all related products. Accounts supervised by Miss Morell are Leonard Arkin & Son and Andrew Arkin, both of which have used network tv in the past; Anne Fogarty special editions; Ellen Tracy, and Folker Fabrics. All appointed Wexton effective Jan. 1. Miss Entrekin supervises a group that includes Burlington Tricot Fabrics Co.

I'LL SAY THIS...

"To us, consistency is most important . . . and we have consistently placed a part of our budget with one or more of the WLW Stations for the past several years. We have received full value in return, in terms of audience, service, and better-than-average cooperation in promotion and merchandising."

Paul W. Young

Advertising Manager

Southwestern
Ohio Blue Cross

Cincinnati,
Ohio

YOU CAN QUOTE ME...

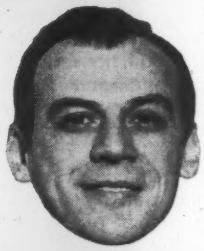
"We are always confident that when we recommend the Crosley Stations, our clients will benefit from the traditional Crosley service that goes considerably above and beyond the call of media duty—from programs to promotions, behind-the-scenes to on-the-air."

John T. Nolan Jr.

President

Keelor & Stites,
Cincinnati,

Agency for
Southwestern
Ohio
Blue Cross



RADIO'S STRENGTHS IN YEARS AHEAD

Blair & Co. pair see service, information, modified music

Radio strengths in the years ahead were advanced last week by two "radio doctors" who exchanged the stethescope for a crystal ball.

The "doctors"—Wells Barnett, John Blair & Co.'s stations operations manager, and George Skinner, director of radio programming services—were called in by the Radio & Television Executives Society at its weekly timebuying and selling seminar.

Their diagnoses: radio has an informational and personal importance for the average person, a service provision that will continue and will increase in the future; the single types of radio music programming appear to be fading or overlapping one another—so that music programming has become modified and formula 40, rock and roll, popular, classic and such designations have become outmoded.

Some of the "new" types of radio and their nomenclature as supplied by Mr. Skinner:

The playing of top quality selections with little or no talk, the programming of music of a wide range of interest, logging of music that is "middle-of-the road" and "mature" and sprinkled with top musical numbers, etc., and finally no-music, all-talk with the top personalities type of station programming.

Examples ▪ Mr. Barnett presented a few examples of new services being provided around the country, including WABC New York's new recreational reports (taped report on ski conditions), KFWB Los Angeles' campaign to put teeth into narcotics laws, and a detailed discussion by Ben Strouse of WWDC Washington on the advantages and importances of editorializing.

A point made by both men: it's time stations asserted the key importance of "public service" the "modern way." For example, a one-minute announcement campaign can devote more accumulated time to public service more effectively than a dull 15-minute program devoted solely to one topic.

The speakers said radio's new ways

'I used to be a 150-pound weakling, but look at me now...'

The startling change in health and attractiveness that can supposedly be gained by regular workouts at a Vic Tanny Gym is depicted in a new sophisticated manner that is itself a startling change from the straight hard sell of the company's previous tv advertising efforts. The new spots, which are making their tv debut this week in New York, Chicago, Los Angeles and other cities in which Tanny health studios are located, were created by Jon Byk Adv., Hollywood agency.

"We initiated the humorous approach deliberately to make the gyms attractive to young executives and career girls from offices as well as the factory workers," Mr. Byk said. "You might say we hope these spots will add the white-collar group to the blue-collar crowd brought in by television."

How this appeal is presented can best be explained by quoting from one of the new commercials, "Miss Jones." The spot opens on a beach where a shapely gal in a swimsuit is approached by a "man in the street" radio interviewer. He asks her: "Miss Jones, is it true that you used to be a 150-pound weakling?" She replies: "Was I ever!," and the scene fades from the beach to an office where a bespectacled Miss Jones, big-hipped and small bosomed, dawdles listlessly at her duties, while the boss zips in and out at an incredible speed.

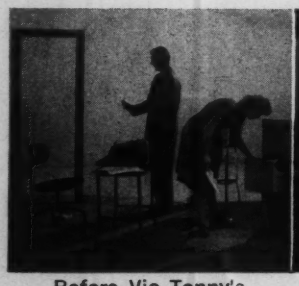
"I was so tired all the time," Miss Jones' off-camera voice explains, "and I was so unattractive with my sloppy figure that the boss walked by without even seeing me." As she speaks, the pictured Miss Jones in the office stands up and tries to stop her boss but he walks right through her without pausing.

The Big Change ▪ "Then Mama told me about Vic Tanny." Now Miss Jones is in the middle of the gym, working out on all of the machines in extreme fast motion. "And the first thing I knew, there I was working out in that luxurious Vic Tanny gym. My overweight hips lost their extra pounds, my bust became firm and youthful. I developed vim and vigor, too."

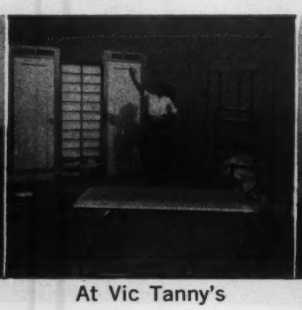
Back to the office, where a Miss Jones who is slim, gorgeous and no longer wearing glasses is typing at a furious speed. The boss enters and now he notices, all right, even to the extent of chasing her around the office as her voice goes on . . . "and now that I go to Tanny's—well, it's a good thing I'm in top physical condition, because I have to run for my life from those wolves in the office."

The spot concludes back on the beach. The interviewer is now down on the sand, in Miss Jones' arms and gazing adoringly at her, while she looks straight at the audience and asks: "Why don't *you* see Vic Tanny today?" Time is left for a live local tag with a slide to fill out the minute of air time.

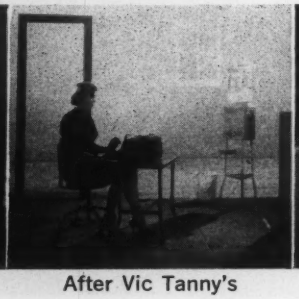
The Tanny commercials utilize a new technique developed by Wonderland Productions, tv commercial producer, and named "Wondermotion." Marvin Bryan, executive producer, was reluctant to divulge the technical details of the process, which makes characters move about at top speed, apparently without moving their hands or feet. "Just say it's a combination of a special camera technique plus optical printing," he stated, "and that it virtually eliminates any need for retakes, so it's inexpensive."



Before Vic Tanny's



At Vic Tanny's



After Vic Tanny's

Look at me now

THE FLAIR IMAGE: YOUNG ADULTS LOOKING THEIR BEST–There's a certain flair about her these days – about her looks, about her clothes, her home, her life. She's charmed by a new world of charm and delighted by a new world of delights. She's one of millions of young homemakers who has the time and money to discover these new worlds. And you can be sure of this: she's discovered FLAIR on ABC RADIO.

GET FLAIR ABC RADIO

It's the one program that plays her music, talks her language. If you want to meet her, get FLAIR on ABC RADIO.

FLAIR, Mon.-Fri. afternoons, starring Dick Van Dyke as host, introducing the people and ideas young America wants to meet, i.e., Jonathan Winters, Arlene Francis, Bonnie Prudden, Boris Karloff, Margaret Truman, Henry Gibbons, Pamela Mason

KNOW HOW

One does not normally associate Admiral Richard E. Byrd with the great nuclear race of the last decade. And yet, it was his "know how" which helped provide the answers to possible uranium deposits in the vast uncharted regions of Antarctica. Past performance so often forms the basis for the accomplishments of tomorrow. And it's equally true in business . . . the "know how" of quality-minded radio and television stations which is constantly reflected in ever increasing value to advertisers.

WFAA dallas • radio & television

The Stations With The "Quality Touch"!

SERVING THE GREATER DALLAS-FORT WORTH MARKET

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by
Edward Petry & Co. Inc
The Original Station Representative

and new uses would find a receptiveness at advertising agencies, buyers finding that multiple-station buys are more effective than mere simple purchase of the top station in that single market.

Said Mr. Skinner:

"Instead of putting all the commercials on the station with the top ratings, advertisers undoubtedly will learn they can do a more effective coverage job by pinpointing their campaigns on a variety of stations that reach their specific targets." This buying method, he warned, will require "more effort than the present system . . . but sales results should justify [them]."

Agencies, he thought, also will spend more time on presenting commercials more effectively. And he predicted the time will be approaching when radio departments within agencies are "revitalized."

9 Red L tv commercials shot for $30,000 in day

Nine new Red L frozen seafood dinner spot tv commercials are being placed in 13 U.S. markets in a saturation tv campaign to capture the Lent period (Feb. 15-Apr. 1) trade.

Smith/Greenland Co., New York, the agency handling the push, used speed-up tactics to film all the commercials—range in length from 10 seconds to one minute—in one day, Oct. 30, 1960. The total cost to the client for the spots, including talent, was slightly less than $30,000. S/G estimates that if the commercials had been produced in the conventional manner the cost would have been greater—approximately $80,000 for an average three-weeks shooting time.

All the spots feature veteran movie character actor Edward Everett Horton, who relays to the audience, in a terse and tongue-in-cheek manner, a message about the product. In all the 10-second commercials Mr. Horton holds the Red L package and recites the same lead line, "Some people are not buying my Red L frozen seafood dinners."

The spots have been released in the New York market on WCBS-TV and WNBC (TV) and soon will be seen on such major outlets as WBZ-TV Boston, KDKA-TV Pittsburgh, WJBK-TV Detroit, KYW-TV Cleveland and WCCO-TV Minneapolis-St. Paul.

Actor Edward Everett Horton wears a sweater emblazoned with the Red L in this spot commercial for Red L frozen lobster Newburg. "Let's have three Red Ls and a tiger," Mr. Horton exhorts the audience.

10 advertisers, 7 agencies get RAB awards

Hundreds of jurors sifted hundreds of nominees for the 10 "most effective radio commercials" in Radio Advertising Bureau's annual contest and three advertising agencies came up with two apiece in the awards list: William Esty Co., New York, and two different offices of J. Walter Thompson Co.

The winners, all to receive the RAB "Golden Record Plaque," listed alphabetically:

Budweiser (D'Arcy, St. Louis), Chun King (BBDO, Minneapolis), Ford (J. Walter Thompson, Detroit), L&M (Dancer-Fitzgerald-Sample, New York), Lucky Strike (BBDO, New York), Nescafe (William Esty, New York), Northwest Orient Airlines (Campbell-Mithun, Minneapolis), Schlitz (J. Walter Thompson, Chicago), Winston (William Esty, New York), Wrigley's Doublemint (Arthur H. Meyerhoff, Chicago).

The list was pared down from 30 commercials that got sizable votes, and because of increasing entries in the six-year old sweepstakes, jurors picked 10 this year instead of eight as in years past, Kevin B. Sweeney, RAB president, said. In the early days only a handful of commercials were nominated, but now the number getting 100 or more votes from the jury has quintupled. RAB's "blue-ribbon jury" was made up of 300 advertiser, agency and broadcast executives.

New animation process will cut costs by 90%

The Paul Garrison Organization, Los Angeles, has been commissioned to do three television commercials for an undisclosed Helene Curtis product, using "Montageograph," a new process designed to reduce animated motion picture production costs by 90%.

At a demonstration in New York last week Mr. Garrison explained that by making slides of his client's own file of photographs and using slide projectors to make the film, the finished product averages a cost of $100 per minute of running time, as opposed to about $1,000 per minute when an animation camera is used.

"Montageograph" 's principle? Slides from two manually operated slide projectors are synchronized to a pre-recorded sound track and transposed onto 16 mm sound film. The result is an animated motion picture with wipes, dissolves, super-imposures and other optical effects.

Rep appointments...

▪ WGL Fort Wayne, Ind., to Venard, Rintoul & McConnell Inc., N. Y.

▪ CKY Winnipeg, Manitoba, Canada: Devney/O'Connell Inc., N. Y., as U.S. rep.

C-p-m, ratings come last, GB&B's Harris tells SCBA

"Ratings and cost-per-thousand are the last things we look at when buying station time," Peg Harris, media director of Guild, Bascom & Bonfigli, San Francisco, told a meeting of the Southern California Broadcasters Assn. last month in Hollywood.

"You can buy a dozen eggs two weeks old for 20 cents, or a dozen eggs with double yolks for 80 cents and either way, you got a dozen eggs," she said.

More important to GB&B timebuyers, she said, is information that will help them match the kind of people the product is made for and the kind of commercials the agency is using with the audience composition and program format of the individual stations.

At the luncheon, Walter W. Candy, president of the Los Angeles Community Chest, presented a plaque to SCBA Chairman Cal Smith, general manager of KFAC Los Angeles, in recognition of the contributions of radio stations to the 1960 Chest campaign. SCBA also received a citation for the efforts of its member stations on behalf of Navy recruiting.

Agency appointments...

▪ Squirt Co. (soft drink), Sherman Oaks, Calif., appoints Donahue & Coe. The company's budget is in excess of $1 million with approximately $750,000 in commissionable advertising, D&C reports.

▪ Auto Assoc. Inc., King of Prussia, Pa. (Volkswagen distributor for Pennsylvania and Delaware) appoints Doyle Dane Bernbach, N. Y., to handle its advertising.

CBS-TV sales plan—not completely new

IF IT INCREASES BUSINESS, NETWORK SAYS, AFFILIATES WILL GAIN

What appears to be a relatively new concept of television station compensation is built into the controversial rotating-minutes sales format which CBS-TV hopes to put into effect in its late-morning program block (BROADCASTING, Jan. 16, Et Seq.), it was learned last week.

Some veteran observers thought when they first heard the compensation plan's details that it was totally new. CBS-TV authorities reported, however, that with variations it's essentially the same system currently used on their *Captain Kangaroo* early-morning show. They acknowledged affiliates' compensation per sales unit under the new system would be less than now, but said if the new sales format increases business by "a reasonable degree"—which they fully expect—then in actual dollars the stations would receive more compensations than is now the case.

In its compensation features the plan provides that stations carrying the late-morning programs will be compensated for network commercials, not by a fixed-rate arrangement, but according to a ratio which will depend on the total number of affiliates carrying each show. In addition, one of the six commercial positions available in each half-hour period (the first position) will be turned over to the affiliates for local sale.

The method of figuring station compensation was described to the affiliates as follows: "Each station's gross rate for a particular program in these periods [10 a.m. to 12 noon EST, Monday through Friday] will be the proportion that its network Class A hourly rate bears to the total of Class A hourly rates of all stations carrying that particular program, applied to the network gross time charges for all minute availabilities that are sold by the network in that program. Compensation based on this rate will be in accordance with your affiliation agreement. . . ."

For Example ▪ To explain what this meant, authorities cited a hypothetical example:

Assume that 100 stations, representing exactly 50% of the total network rate card, clear for one of these programs. Say that one of those stations has a network rate which amounts to 2.5% of the total network rate card. If stations representing only one-half of the rate card clear the program, the hypothetical station's rate represents 5% rather than 2.5% of the gross time charges, and the station accordingly would be paid 30%—more or less standard network payment figure—of 5% of the gross time billings received from the advertiser.

CBS-TV officials said the only real difference between this arrangement and the one in effect on *Captain Kangaroo* is that the *Kangaroo* discount structure is different and stations are paid at 50% of the net rather than 30% of the gross.

They also emphasized that sales of *Kangaroo* have risen sharply—from a point near zero—since the current sales-and-compensation format was put into effect on that show. Obviously, they hoped the new rotating-minutes sales plan will have the same invigorating influence on sales—currently languishing—in the 10 a.m. to noon period.

Absorbs Discounts ▪ In this period the compensation format calls for the network to absorb all discounts earned by advertisers buying at the new one-minute rates. These may range as high as $700 ($800 maximum during the summer months). The price to advertisers is $3,200 per minute ($2,800 in summer). The talent portion of these prices is pegged at $1,000 winter and summer. Thus, the gross time charges —on which station compensation will be based—amount to $2,200 per minute commercial in the winter and $1,800 per minute during the summer. Agency commissions also are to be absorbed by the network.

CBS-TV officials conceded that "theoretically, at least," an affiliate would not know what his compensation was going to be until the business had been placed and carried and all the bookkeeping done to determine how many stations had carried it. But "as a matter of practice," they said, the "standard lineup"—the number of stations which normally will carry the programs —will become evident fairly quickly and on this basis each affiliate can reasonably predict what his compensation will be.

Network officials said that despite the storm blown up by station representatives and some stations in protest against the rotating-minutes plan, they still are confident it will gain acceptance by affiliates. They acknowledged that some stations still are opposing it, but said the number is diminishing and speculated it would decline even further when the first advertising order is submitted to the stations for clearance. As of late last week no order had been signed, but it was reported that "good prospects" are in negotiations.

Confidence ▪ Even with the pro-and-con count where it stood last week, officials voiced confidence that there

Every cloud has a silver lining

Visiting FCC firemen can help the membership of a state broadcasting association. At least, the Florida Assn. of Broadcasters subscribes to this theory following on-the-spot inspections of that state's stations by FCC field teams (BROADCASTING, Dec. 26, 1960).

As a result of the inspections, FAB membership now is the highest in history with approximately 25 stations signing up in the past month. And, a majority of these new members can be attributed to the commission's activity, FAB President Lee Ruwitch said last week.

"We thank them for it," the FAB president, who doubles in brass as executive vice president-general manager of WTVJ (TV) Miami, said. The FCC inspections stimulated a keener interest and a greater sense of their responsibilities among state broadcasters, Mr. Ruwitch said. FAB membership now totals 99 stations—including all but two of the state's tv outlets.

Another indication of the increased interest, Mr. Ruwitch pointed out, was the attendance at a recent FAB board meeting in Orlando. Every member of the 15-man board was present—also a first. Soon after the FCC teams—lead by Broadcast Bureau Chief Harold Cowgill—appeared in Florida last month, Mr. Ruwitch warned FAB member stations not yet visited that they were coming along with the type of questions being asked.

One such question: "Is your station a member of the state association?" This question was included, it is understood, to enable the FCC to determine if the licensee subscribed to an industry code of ethics.

HURRY...JOIN THE "SING ALONG" EXTRAVAGANZA

ALREADY SOLD IN THESE MARKETS:

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WGST, Atlanta, Georgia
WBRC, Birmingham, Ala.
WEBR, Buffalo, New York
WTVN, Columbus, Ohio
KVIL, Dallas, Texas
KICN, Denver, Colorado
WXYZ, Detroit, Michigan
WJPS, Evansville, Indiana
WFDF, Flint, Michigan
CHML, Hamilton, Ontario
KXYZ, Houston, Texas
WXLW, Indianapolis, Ind.
KPEL, Lafayette, Louisiana
KFOR, Lincoln, Nebraska
WMC, Memphis, Tenn.
WRIT, Milwaukee, Wisconsin
CKGM, Montreal, Quebec
WABC, New York, New York
WAVY, Norfolk, Virginia
KOIL, Omaha, Nebraska
WPEN, Philadelphia, Penn.
KQV, Pittsburgh, Penn.
KISN, Portland, Oregon
WICE, Providence, R. I.
WSLS, Roanoke, Virginia
WHEC, Rochester, New York
KSAL, Salina, Kansas
KALL, Salt Lake City, Utah
KMNS, Sioux City, Iowa
WMAY, Springfield, Illinois
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are not enough hold-out stations to imperil the plan from either an advertiser's standpoint or the network's. They also reported that a limited number of affiliates of other networks had indicated interest in carrying the programs under the new plan if it's rejected by the CBS-TV affiliates in their markets.

The plan is scheduled to go into effect Monday (Feb. 13). It was devised to meet the problem of lagging sales during that two-hour period. Unless the plan is accepted and attracts additional business, President James T. Aubrey Jr. told affiliates in a closed-circuit talk 10 days ago, CBS-TV may be forced to curtail its morning programming (CLOSED CIRCUIT, Jan. 30).

Station representatives and affiliates opposing the plan contend that it amounts to "invasion" of the spot advertising field and also devalues all television time through the lowered price structure it establishes. They also object that the rotation feature of the plan—advertisers would be required to move their commercials around among the various programs—would make normal product protection at the local level difficult if not impractical or impossible.

The programs currently in the two-hour block are *December Bride* reruns, *Video Village*, *I Love Lucy* reruns and *Clear Horizon*. The relatively few advertisers now using these programs under the traditional quarter-hour sponsorship format are being given the option of continuing on that basis for the life of their current contracts or buying minutes at the lowered prices provided under the new plan.

NAB tv code board discusses 'Iceman'

Strong dialog that goes beyond tv's normal standards of good taste was reviewed Feb. 2 by the NAB Tv Code Review Board, opening a two-day meeting in Hollywood. The board viewed the Eugene O'Neill drama, "The Iceman Cometh," scheduled for distribution to 85 U.S. stations that subscribe to NTA's *Play of the Week* series.

The drama was broadcast in New York Nov. 14, 1960 by the NTA-owned station, WNTA-TV, not an NAB tv code subscriber. It brought favorable comment from critics and from the home audience, with only three of 500 letters describing the lan-

Walker to quit NAB; Engineering Conference plans aired

NAB's Engineering Conference, major technical forum of the broadcasting industry, will come under new direction after its 1961 session in Washington, May 8-10, following resignation of its longtime director, A. Prose Walker, as NAB engineering manager.

Mr. Walker will remain in the industry after his resignation, effective May 16, it was learned but he has not disclosed the new connection. NAB President LeRoy Collins accepted the resignation with regret Feb. 1. He said Mr. Walker's loss "will be keenly felt by the association and by the membership."

A former professor of mathematics and later an FCC employe, Mr. Walker joined NAB in 1953. At the FCC he had been eastern supervisor of the Conelrad alert project and was chief of technical operations, broadcast division, tv division and allocations branch.

During his FCC and NAB service he took part in the major international conferences dealing with broadcasting, the last being the International Telecommunications Union session at Geneva in 1959. He is international chairman of the broadcast study group of CCIR, international technical study conference. He is a licensed radio amateur and registered engineer; senior member of Institute of Radio Engineers and is associated with many other groups.

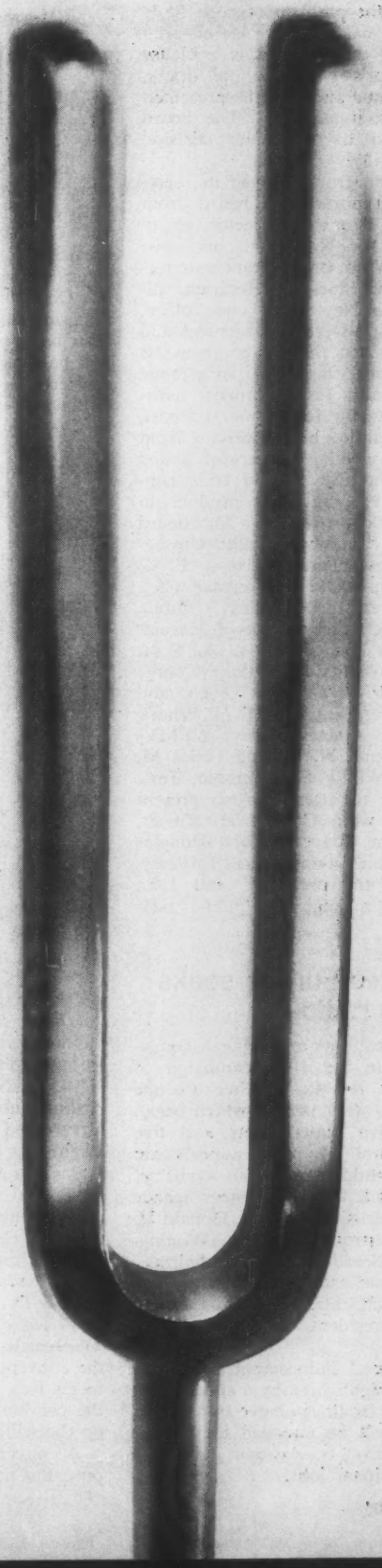
Three days of technical progress in broadcasting will occupy industry engineers at the May 8-10 Engineering Conference, held in conjunction with the NAB convention. Basic plans were drawn up Jan. 30.

Will Chair Meeting ▪ Mr. Walker will be presiding officer at the Monday opening session, with Warren L. Braun, WSVA-AM-FM-TV Harrisonburg, Va., as coordinator. George W. Bartlett, Mr. Walker's assistant, will preside the afternoon of the first day with Benjamin E. Windle, WCLT-AM-TV Newark, Ohio, as coordinator. Presiding at Tuesday conference sessions will be J. D. Bloom, WWL-AM-TV New Orleans (tv session), with Jack Petrik, KETV (TV) Omaha, as coordinator.

Leslie S. Learned, MBS, will preside at the Tuesday radio session with Clure Owen, ABC, as coordinator. Andrew L. Hammerschmidt, NBC, will preside at the final session Wednesday with William S. Duttera, NBC New York, as coordinator.

Luncheon presiding officers will be Virgil Duncan, WRAL-TV Raleigh, N. C., chairman of the NAB Broadcast Engineering Conference Committee; Frank Marx, ABC, and James D. Parker, CBS-TV.

In photo (l to r): Messrs. Bartlett, Windle, Petrik, Parker, Duncan, Walker, Duttera, Bloom and Braun.



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WCAX radio and WCAX-TV offer one of northern New England's major markets, centered on Burlington . . . quality vehicles of entertainment . . . quality vehicles of result-producing advertising.

WCAX and WCAX-TV ARE NOW REPRESENTED NATIONALLY BY AVERY-KNODEL, INC., who are ready to tell you the full story of this market.

WCAX broadcasts with 5000 watts on 620 kilocycles.

WCAX-TV serves well over 100,000 families on low Channel 3.

Buy the Burlington-Plattsburgh Area.

Buy quality.

Buy WCAX and WCAX-TV.

For choice availabilities, call Avery-Knodel.

****

guage as offensive (BROADCASTING, Dec. 5, 1960).

At issue in the code group's discussion was the problem of code flexibility in the case of "works of art." Complicating the problem is a clause in the author's will that the drama cannot be edited and must be presented as written or not at all. The board was expected to reach its decision Friday (Feb. 3).

As the code group opened its meeting Feb. 2 reports were heard from Edward H. Bronson, director of tv code affairs for NAB, and his assistant Harry Ward, on program monitoring activities; Stockton Helffrich, director of the New York code office, on work with advertisers, agencies and producers to see that tv commercials are made in compliance with code regulations, and Frank Morris, assistant code director for the West Coast, on the cooperation he is receiving from the 23 Hollywood producers of filmed programs who are affiliate code subscribers in keeping their product in line with code provisions. The board also viewed a number of film clips.

Code review board chairman, E. K. Hartenbower, KCM-TV Kansas City, presided over the meeting. Other board members present: Joseph Herold, KBTV (TV) Denver; Mrs. A. Scott Bullitt, KING-TV Seattle; George Whitney, KFMB-TV San Diego, and Robert W. Ferguson WTRF-TV Wheeling, W. Va. Gaines Kelley, WFMY-TV Greensboro, N. C., and James M. Gaines, WOAI-TV San Antonio, Tex., were unable to attend. Also present from NAB were Charles H. Tower, vice president for television; Douglas A. Anello, chief counsel, Jack L. Perry, assistant to the president, and John M. Couric, manager of public relations.

Radio Free Europe seeks aid from radio-tv

Radio-tv stations are being asked to help promote the 1961 campaign of Broadcasters for Radio Free Europe during a two-week period, which began Feb. 1. Five filmed spots and five tv scripts and 17 radio appeals are among promotional materials available.

Ted Bates & Co. is volunteer agency for the Advertising Council; Donald H. McGannon, president of the Westinghouse Broadcasting Co., is chairman of the broadcasters committee, and Henry M. Schachte, Lever Bros. executive vice president, is campaign coordinator.

As a special inducement four trips to Europe, highlighted by a special visit to the RFE facilities center in Munich, Germany, will be awarded to the two radio and two tv stations doing the best promotional jobs.

NAB BOARD BEGINS MEETING

Collins to appear before group in Palm Springs as membership prepares to tackle big budget

NAB's Board of Directors will take up the association's million-dollar budget at a series of winter meetings starting today (Feb. 6) at the El Mirador Hotel, Palm Springs, Calif. President LeRoy Collins will make his board debut at the meetings, though he sat informally with the radio and tv boards when he was elected to the presidency last Oct. 10.

Besides finances, the board will consider basic organization problems. First will be selection of a board chairman, formerly held by the late Harold E. Fellows in conjunction with the presidency. After Mr. Fellows' death last March a special three-man policy committee was named to guide association affairs. Clair R. McCollough, Steinman Stations, was chairman of this committee and made almost weekly visits to Washington headquarters. Mr. McCollough's name has been mentioned frequently for the board chairmanship, a non-salary post.

The organization now headed by President Collins includes four vice presidents, with Everett Revercomb as secretary-treasurer. Between the Fellows and Collins administrations Mr. Revercomb served as acting administrator.

Budget ▪ Three committees will meet today to complete work on the association budget. Merrill Lindsay, WSOY Decatur, Ill., is chairman of the radio finance group; W. D. Rogers, KDUB-TV Lubbock, Tex., heads the tv finance group; the general finance committee comprises members of both the other committees.

Two directors will not be able to take part in the board meetings, it was indicated at the weekend. Harold Hough, WBAP Fort Worth, notified NAB he could not attend the sessions. Arthur Hull Hayes, CBS Radio, will be represented by J. M. Seward, also CBS Radio.

Basic programming for the 1961 NAB convention, to be held may 7-10 in Washington, will be drawn up tomorrow (Feb. 7) by the convention program group whose co-chairmen are Mr. Lindsay and Dwight Martin, WAFB-TV Baton Rouge, La., respective vice chairmen of the Radio and Tv Boards. The directors will review the convention plans. The Radio Board meets Feb. 8, the Tv Board Feb. 9 and the combined boards Feb. 10, winding up the winter meeting.

A convention subcommittee will propose the name of the 1961 winner of NAB's Distinguished Service Award. Members are Odin S. Ramsland, KDAL Duluth, Minn.; Messrs. Lindsay, Martin and Rogers, and Thomas C. Bostic, KIMA Yakima, Wash. Messrs. Bostic and Rogers are respective radio and tv board chairmen. Last year's award winner was Mr. McCullough.

NAB's Engineering Committee is considering names for the annual NAB Engineering Achievement Award. Last year FCC Commissioner T. A. M. Craven received the award.

Taft Broadcasting Co. announces stock earnings

Board of directors of Taft Broadcasting Co. has voted a 10 cents per share quarterly dividend plus 2½% stock dividend payable March 14 to stockholders of record Feb. 15.

Net revenue for the third quarter of the company's fiscal year (ending Dec. 31, 1960) was reported as $3,082,588. Operating profit before depreciation and amortization was $1,359,448, with net income of $458,190 (31 cents per share). Depreciation and amortization totaled $324,943, leaving a cash flow generated from operations of $783,133 (53 cents per share). This compares with 1959 third quarter net revenue of $2,866,943; operating profit before depreciation and amortization of $1,357,701; net income of $517,501 (35 cents per share); depreciation and amortization of $201,108, leaving cash flow of $718,509 (48 cents per share). The per share values were based on 1,488,186 shares outstanding.

Court dismisses 'Hate' case

An indictment brought by the grand jury of Riverside, Calif., against James A. Schulke, former vice president in charge of Paramount Television Productions and KTLA (TV) Los Angeles, was dismissed for lack of evidence Thursday (Feb. 2) in the Riverside County Superior Court. Mr. Schulke, along with Pat Michaels, former KTLA newscaster, and various city officials of Elsinore, Calif., had been indicted (BROADCASTING, Jan. 23) for conspiracy to commit slander in *City of Hate*, a program broadcast on KTLA Dec. 11, 1959. The deputy district attorney and deputy attorney general concurred with the motion of Mr. Schulke's attorney that "there was . . . no evidence to connect (him) with any violation of law as set forth in the indictement."

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In sound quality... in features... in lasting economy... these four Ampex professional recorders maintain the highest performance standards for broadcasters, recording studios, educators and other critical users. For 7" reel requirements—the PR-10 series—newest in studio quality compact recorders, priced from $845. For 10½" reels—the 351/354 series—proven by more than 10,000 units in use throughout the world. Other 10½" Recorders include the 300 series multi-channel Mastering series with up to 8 tracks. Your Ampex dealer will aid you in selecting the Ampex which best fits your needs. And ask him about the new Ampex Finance and Lease Plans.

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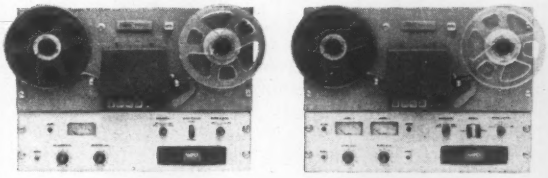
THE PR-10-1 MONOPHONIC,

Full or half-track. Single-channel electronics include built-in mixer to mix line and mike or two mikes (with plug-in pre-amp). Portable, or fits 14" of rack space. 3¾ and 7½; or 7½ and 15 ips speeds. Exclusive self-threading option. Alignment controls in front panel. New frictionless tape handling. All-electric push-button controls permit remote control operation. Write for Bulletin 212.



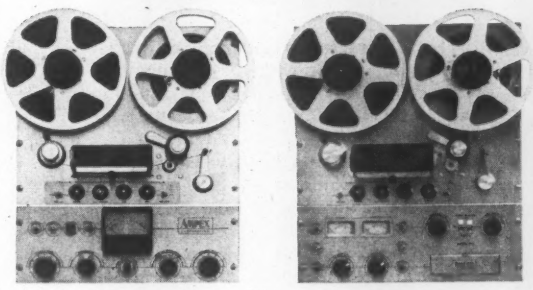
THE PR-10-2, STEREO/MONO

Two-channel electronics fit same rack space as PR-10-1. Portable for remote pickups as well as in-studio use. Split erase permits stereo recording, half-track mono recording, cue track, and sound-on-sound. Two line inputs convertible (with pre-amps) to two mikes – one per channel. Additional mike and line inputs possible with MX-10 mixer. Write for Bulletin 212.

10½" REELS

THE AMPEX 351 MONOPHONIC

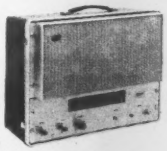
Available in full or half-track models. Input switchable to mike, balanced or unbalanced line. Takes reels from 3" to 10½". Speeds: 3¾ and 7½ or 7½ and 15 ips. Available as console, two-case portable or mounts in 22¾" of rack space. All-electric push-button controls permit remote control operation. Large 4" VU meter reads input or recorded level plus bias and erase current. For more information, write for Bulletin 203.



THE AMPEX 354, STEREO/MONO

Two-channel electronics. Compact and portable version as well as console. Requires only same rack space as 351. Same heavy duty tape transport as 351. Two line inputs, convertible to two mikes (one per channel) with pre-amps. More mike and line inputs with MX-35 mixer. Convenient balancing of stereo-channels with side-by-side VU meters. Split erase for stereo recording, half-track mono, cue track, sound-on-sound. Alignment controls in front panel. Bulletin 208.

ACCESSORIES AND ASSOCIATED EQUIPMENT



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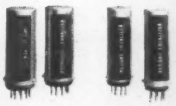
SA-10, Console quality, 40 watt speaker-amplifier unit. Portable, rack or wall mounting. Bulletin 214.

STEREO/MONO MIXER
MX-10 or MX-35, Four position, two channels, matches PR-10 or 351/354.



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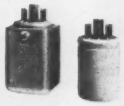
provide NAB AME or CCIR curves as required.



PLUG-IN INPUTS
match various inputs. Balanced bridging or mikes.

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CBS NEWS SHUFFLES AT TOP

Sig Mickelson & John Day resign from network; Richard Salant & Blair Clark get new appointments

The other shoe dropped at CBS News last week.

The long-speculated realignment there came with these developments: Sig Mickelson, head of the division since its formation, resigned as president; Richard S. Salant, who was installed last December as chairman of a top-level committee to oversee the division, was named president succeeding Mr. Mickelson, and Blair Clark, a correspondent, was named general manager and vice president.

These top-level changes, revealed first by CBS Inc. President Frank Stanton in an inter-departmental memo and announced Thursday afternoon, came two days after John F. Day, news vice president of the division, announced he was resigning because the December reorganization had made his position "intolerable." Mr. Day implied that the creation of the executive committee under Mr. Salant had left the division with two heads: while Mr. Mickelson was continuing as president, he said, Mr. Salant was "in effect the head of the whole thing."

If the division did have two heads, it seemed clear that Thursday's changes fixed all that. In taking over the presidency Mr. Salant obviously becomes the man responsible and the man in charge. Mr. Clark, as general manager and vice president—a sequence of titles which he himself was reported to prefer over the more customary reverse order—becomes No. 2 man, but with an authority and responsibility extending considerably beyond that held by Mr. Day as No. 2 under Mr. Mickelson.

Mr. Salant confirmed the added stature of the job assigned to Mr. Clark. He also described Mr. Clark's duties as those of "the creative man who will worry about news coverage, about news gathering and about news programming." Mr. Clark also will supervise public affairs programming as well as news operations.

Clark's Choice ▪ Whether Mr. Day would be replaced in the new structure was a question to be decided by Mr. Clark. Mr. Salant said Mr. Clark "may decide later that he needs a no. 2 man —that's up to him."

In his memo disclosing the changes President Stanton spoke warmly of Mr. Mickelson and his "many contributions to broadcast journalism and to the growth of CBS News," which he said "have been invaluable."

Dr. Stanton's memo disclosed "with deep regret" that Mr. Mickelson had resigned "to take a post outside CBS which will be announced shortly." Until that new position is announced, the memo continued, "he will make his office on the 20th floor"—the top-level executive floor at CBS headquarters at 485 Madison Ave., New York.

Mr. Mickelson "will have our best wishes as he assumes his new responsibilities," Dr. Stanton asserted.

The Mickelson resignation was effective Friday (Feb. 3) and the Salant appointment to succeed him goes into effect today (Feb. 6). The Clark assignment, announced by Mr. Salant, also becomes effective today.

Mr. Mickelson, who joined the CBS organization in 1943 as news editor of WCCO Minneapolis, which then was owned by CBS, has become one of broadcast journalism's best known spokesmen, especially on such subjects as television and politics, and broadcast media's rights to "equal access" with print media in covering news events.

Speculation about possible changes in the CBS News operation have circulated ever since the ratings on CBS' coverage of the political conventions last summer and the election last fall dropped sharply behind those of NBC. The speculation persisted even after the creation of the news executive committee under Mr. Salant last December.

Mr. Mickelson was a member of that committee, along with the presidents of other CBS divisions and Dr. Stanton and CBS Board Chairman William S. Paley. Mr. Salant was empowered to act for the committee between its meetings. The committee has authority over the scheduling of CBS News programs on the CBS Television and CBS Radio networks, as well as over the news division's policies and operations.

Mr. Salant, 46, formerly a partner in the New York law firm of Rosenman, Goldmark, Colin & Kaye, joined CBS in 1952 as a vice president and general executive. Until he was named chairman of the news executive committee his duties cut across virtually the entire range of CBS corporate interests, with special emphasis on FCC, congressional and other government relations. He also had been a member of the CBS editorial board for five years.

Mr. Clark, 43, has been a CBS News correspondent since 1953, first assigned to Paris. He covered the Geneva Conferences in 1954-55, returned to the U. S. in 1956 as a key reporter on CBS Radio's "Campaign '56," a weekly report on the 1956 presidential election campaign. His most recent assignment was as anchor man on the *World Tonight* news series on CBS Radio.

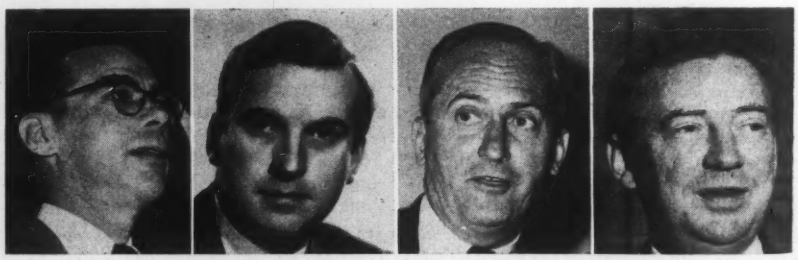
JFK Classmate ▪ Mr. Clark was a classmate of President John F. Kennedy at Harvard. He started his career on the *St. Louis Post Dispatch* and then, after wartime service in the army, founded and edited the *New Hampshire Sunday News,* then joined the *Boston Herald-Traveler* in 1950 as editorial writer.

Mr. Mickelson, who is 47, taught journalism at the U. of Minnesota, Louisiana State U., Kansas U. and again at U. of Minnesota before he joined WCCO. He moved to CBS in New York in 1949 as director of public affairs and added news to his directorship in 1951. He has headed CBS News since its creation, first as vice president in charge and, since 1959, as president.

Mr. Day, whose resignation also was effective at the end of last week, said his complaint against "intolerable" working conditions was aimed at the organizational setup and not at Mr. Salant or any other executive personally.

Mr. Day said he had discussed with Edward R. Murrow, CBS News commentator named last week to become director of the U. S. Information Agency, the possibility of taking a post with USIA, but that nothing definite had been set. He said he also had received "a couple of newspaper offers." He indicated he planned to take his time "and see what's best to do."

He joined CBS some six years ago after an extensive newspaper career including service as managing editor of



Mr. Salant | Mr. Clark | Mr. Mickelson | Mr. Day

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My Little Margie

More and more renewals every day for MY LITTLE MARGIE . . . as station after station keeps coming back for MARGIE because *audiences* ask for her. Gale Storm wins her way through 126 episodes into the hearts of America . . . creates a friendly acceptance for sponsors and their products. Now in 7th, 8th, 9th and 10th runs. Ratings are getting better all the time.

Available for strip programming

MY LITTLE MARGIE still beats all competition in her time slot

NO. 1 IN 10TH RUN . . . 7.6 CHICAGO
My Little Margie outrates programs such as I Love Lucy, I Married Joan, Abbott & Costello.

NO. 1 IN 9TH RUN . . . 12.9 RICHMOND
My Little Margie outrates programs such as December Bride, Amos 'n Andy, I Love Lucy.

NO. 1 IN 8TH RUN . . . 7.7 NEW YORK CITY
My Little Margie outrates programs such as Life of Riley, Our Miss Brooks, Abbott & Costello.

NO. 1 IN 7TH RUN . . . 8.3 DETROIT
My Little Margie outrates programs such as I Love Lucy, Life of Riley.

NO. 1 IN 7TH RUN . . . 10.1 BOSTON
My Little Margie outrates programs such as Burns & Allen, I Married Joan.

NO. 1 IN 6TH RUN . . . 7.2 DALLAS, FT. WORTH
My Little Margie outrates programs such as Life of Riley, I Love Lucy, December Bride.

NO. 1 IN 7TH RUN . . . 8.2 PITTSBURGH
My Little Margie outrates programs such as Burns & Allen, Our Miss Brooks, Gale Storm Show.

NO. 1 IN 6TH RUN . . . 12.2 MINNEAPOLIS
My Little Margie outrates programs such as I Love Lucy, I Married Joan, Burns & Allen.

Source: ARB Nielsen

OFFICIAL FILMS, INC.
25 West 45 St., New York 36, N. Y. PI. 7-0100

Another favorite **Trouble with Father**
starring **STU ERWIN**
Entertainment for the whole family—130 amusing, fast-paced episodes—available for syndication

the *"Louisville* (Ky.) *Courier-Journal"* (owner of WHAS-AM-TV Louisville).

Mr. Day was the second high-ranking network news executive to leave his post in recent months with criticism for network policies. John Daly resigned as vice president in charge of news and special events for ABC last November in a dispute with ABC-TV's decision to have some of its public affairs programming produced by sources outside the network [BROADCASTING, Nov. 21, 1960].

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ WRAW Reading, Pa.: Sold by Robert S. Reider and associates to Reading Radio Inc. for $307,000. Reading Radio is comprised of William F. Rust Jr. and Ralph Gottlieb, who are also principal owners of WKBR-AM-FM Manchester, WTSN Dover and WKBK Keene, all New Hampshire; WAEB Allentown and WNOW-AM-FM-TV York, both Pennsylvania. Charles Weiland, a present stockholder of WRAW, will continue as a 15% stockholder in the purchasing company. WRAW is 250 w on 1340 kc.

▪ WBEC Pittsfield, Mass.: Sold by Donald B. Miller and associates (*Berkshire Eagle*) to Richard S. Jackson for $195,000. Mr. Jackson of Greenwich, Conn. formerly was radio-tv vice president for J. M. Mathes Inc. advertising agency and is now associated with the Texaco Metropolitan Opera network broadcasts. WBEC is on 1420 kc with 1 kw.

▪ KYFM (FM) Oklahoma City, Okla.: Sold by Edwin P. Nall to Barney Groven for $28,000. Mr. Groven is program director of WKLO Louisville, Ky. Station is on 98.9 mc with 1.5 kw. Broker was Hamilton-Landis & Assoc.

▪ WSAZ-AM-TV Huntington-Charleston, W. Va.: Sold by Huntington Publishing Co. to WJR Detroit for $6 million (see page 51).

▪ WMAK Nashville, Tenn.: 50% sold by Frederick Gregg Jr. and associates to John R. Ozier for $25,000. Mr. Ozier, who will be chairman of Radio Nashville, operates an advertising agency in Nashville, as well as outdoor advertising companies in the area. He has also agreed to lend the company $50,000. WMAK, founded in 1948, operates with 5 kw on 1300 kc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 87).

▪ KHOW Denver, Colo.: Sold by Robert Howsam and associates to TCA Broadcasting Corp. for $575,000. TCA is owned by Townsend Corp. of America which controls WKDA Nashville, Tenn.; KNOX Fort Worth and KITE San Antonio, both Texas.

▪ KIVA (TV) Yuma, Ariz.: Sold by Harry C. Butcher and Floyd Odlum to Bruce Merrill for $500,000-$550,000 based on payment terms. Mr. Merrill is president of Antennavision Inc., community antenna operator in southwest. Consideration includes agreement not to compete for five years in Yuma County, Ariz., or Imperial Valley, Calif., areas.

▪ WLAP-AM-FM Lexington, Ky.: Sold by John B. Poor to William R. Sweeney for $475,000 and agreement not to compete within 25-mile area for 10 years. Mr. Sweeney is former stockholder in WBNC Conway, N. H.

▪ KNDO (TV) Takoma, Wash.: Sold by Ralph Tronsrud to Leo L. Lyon and associates for $194,229 including purchase price of leased property at end of lease. Mr. Lyon and Hugh E. Davis are present employes of KNDO. Weed Television Corp., station representative, owns minority of buyer.

▪ KHQL-TV Sterling, Colo.: Construction permit sold by Bi-States Co. to Richard B. Steuer for $2,195. Mr. Steuer has an interest in KTUR Turlock, Calif. Assignment grant also included changes in facilities. Commissioner Robert T. Bartley dissented.

As a seller, your own opinion cannot mean as much to a buyer as ours!

Our knowledge of actual sales, our experience and our reputation for reliability naturally lend greater weight to our opinion than any seller can reasonably expect to be given to his own. Selling . . . or buying . . . you would be wise to put your confidence in Blackburn. Hundreds of satisfied clients have.

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WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Ave. Chicago, Illinois Financial 6-6460	Clifford B. Marshall Stanley Whitaker Robert M. Baird Healey Building JAckson 5-1576	Colin M. Selph Calif. Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

Networks, NABET reach agreement

National Assn. of Broadcast Employes & Technicians reached agreement with ABC and NBC on Wednesday (Feb. 1) for a new three-year contract. It provides for an average increase in wages of approximately 5% during the first two years and an additional 1% for the third year.

The settlement was achieved after the contract deadline had expired on Tuesday and ABC had suspended negotiations for six days (AT DEADLINE, Jan. 31). The proposed contract still must be ratified by almost 1,000 members at ABC and approximately 1,200 at NBC.

Union negotiators, who had been meeting in Cincinnati, declined to give information on new contract details, pointing out they were occupied with working out the language of the pact. It is understood that average wages for technicians will rise from $190 to $200 weekly for the first two years and to $202 for the third year. In other classifications of technicians and for other employes covered by the contracts, the salary scales will vary slightly.

Fringe benefits also were gained by

WJR officials sign to purchase WSAZ-AM-TV

Top officials of WJR Detroit and WSAZ Inc., Huntington-Charleston, W. Va., met last week to sign the contract for the $6 million purchase by WJR of WSAZ-AM-TV.

The West Virginia stations, pioneer broadcasting facilities in the Ohio, Big Sandy and Kanawha Rivers area, are owned by the Huntington Publishing Co. WSAZ, 5 kw on 950 kc, began operating in 1939; WSAZ-TV on ch. 3, covering what is understood to be the 11th largest audience on the NBC-TV roster, commenced broadcasting in 1949. Both stations are affiliated with NBC.

The pioneer clear channel, 50-kw WJR (760 kc), is owned principally by the heirs of George A. Richards. John F. Patt is chairman of the board and Worth Kramer is president. The company also owns ch. 12 WJRT (TV) Flint, Mich., an ABC affiliate, which began operating in 1958 after a lengthy comparative hearing before the FCC.

The $6 million consideration will be paid over a 10-year period. The price is for all outstanding stock of WSAZ Inc. The sale is subject to FCC approval.

Further expansion of WJR properties is under consideration.

The sale was negotiated through Howard E. Stark.

Seated at the contract-signing table are (l to r): Mr. Kramer, Mr. Patt, William D. Birke, Huntington Publishing Co. president, and Hilda S. Long, secretary of the newspaper company. Standing (l to r): C. Thomas Garten, vp-general manager, WSAZ Inc., and F. Sibley Moore, vp-secretary, WJR.

the union, including improved health and welfare and severance provisions at both networks and the institution of a pension plan at ABC in the third year (NBC employes already are covered under the RCA pension plan). One conditioning circumstance is that the pension will be started sooner if ABC-Paramount Theatres puts into effect a plan for its other employes at an earlier date.

CBS, which holds a contract with the international brotherhood of Electrical Workers for technicians and allied employes, is scheduled to resume talks in Washington, D. C. today (Feb. 6). Formal negotiations were recessed last week. This contract, which covers 1,100 workers, also expired last Tuesday but negotiators agreed to talk beyond that date.

Some reductions listed on WPAT-AM-FM card

WPAT-AM-FM Paterson, N. J.-New York has sent out ratecard No. 15 featuring new buying flexibility, some price reductions and a big file-size format printed in three colors.

Whereas advertisers formerly could buy only program participations and newscasts, now they are offered in addition a run-of-schedule announcement plan, plus five-minute newscasts. "Sta-

STATIONS FOR SALE

EAST

BEAUTIFUL NEW YORK STATE MARKET

Station potential $130,000.00 annually. Lends itself to absentee-ownership, price $120,000.00 on easy terms.

WASHINGTON D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH

SUNNY SOUTH FULLTIMER—$225,000.00

The only fulltimer in a two-station, semi-major market on the Gulf Coast. Rich market, station well in the black, good terms to responsible buyer.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
H. DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST

MOUNTAIN STATES VHF—NBC NETWORK

Grossing over quarter million, excellent film contracts, making money and growing—$350,000.00 cash or $400,000.00 terms 29% down.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST COAST

PACIFIC NORTHWEST FULLTIMER—$160,000.00

Fulltime Northwest radio station with good frequency and power. Heavy fixed assets including land and building go with sale. 1960 cash flow in excess of $30,000.00. Total price $160,000.00 with $60,000.00 down and long terms on balance.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY

Hamilton-Landis & Associates INC
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

tion Selected Announcements," the ROS plan, sell at a flat, net rate of $50 for one minute, 48-announcement minimum schedule and 455 maximum. Daytime newscasts have been reduced from $140 to $125 and nighttime newscasts are down from $180 to $160, both at the 1-64-time minimum. Program participations and fixed-position announcements range from $40 for an 11:30 p.m.-6:30 a.m. minute to $125 for a fixed minute in the 7-11:30 p.m. *Gaslight Revue*, both at the 1-49-time frequency. All rates are for simultaneous am and fm broadcast.

KBUY returns to CBS after interim with MBS

KBUY Amarillo, Tex., rejoins CBS Radio Feb. 6.

The station, acquired by KBUY Inc. in May 1959 and sold in September 1960 to Giles E. Millers Gemco radio stations group, had been affiliated with MBS in the interim. KBUY is on 1010 kc with 5 kw daytime and 500 w nighttime power. Gemco also owns KOKE Austin, Tex.

CBS, in announcing the re-affiliation agreement, said KBUY is the fifth station to return after disaffiliating in the past two years.

The uplifters are 'insolent charioteers'

SARNOFF HURLS SPEAR AT CRITICS OF 'POPULAR TASTE'

A sharp attack was delivered last week by Robert W. Sarnoff, board chairman of NBC, against critics of "popular taste," because, in actuality, they "feel contempt for the public."

Mr. Sarnoff spoke to the annual convention of the National Automobile Dealers Assn. in San Francisco last Tuesday (Jan. 31). He drew a parallel between the automobile and broadcasting industries, noting both had been castigated by "the insolent charioteers who ride roughshod over such scorned manifestations of popular taste as tail fins or westerns." He added:

"They profess great concern for the public and the public interest—as long as they can presume or prescribe what the public *ought* to want. Essentially, they feel contempt for the public because they regard it as a patsy for hidden persuaders, a pawn in the hands of industrial intriguers and the manipulators of Madison Avenue.

"They pay us an impossible compliment. It is one of their articles of faith that the public can be made to buy what it doesn't want, or doesn't need. The public is the best judge of what it needs, and indeed whether it should buy things it doesn't need . . ."

Responsibility ▪ Mr. Sarnoff acknowledged that "those of us who depend upon the public favor have a right, even a responsibility, to try to lead and influence public taste." But he pointed out that "We can only propose; it is always the public that disposes, and rightly so."

Mr. Sarnoff told the automobile dealers that radio and television shared the deep impact of the automobile as "personal instruments of technology that have done so much to transform man's relationship to the world around him."

"It is a free competitive enterprise that has made possible the automotive industry's phenomenal growth and continuing contribution in the United States and has enabled us to lead the world in this field," Mr. Sarnoff asserted. "By the same token, it is freedom of broadcasting as an advertising-supported medium that has developed American television and radio as the most flourishing in the world, not only for the range and vitality of its programming but for constructive benefits to our economy as a whole."

EQUIPMENT & ENGINEERING

RADIO SPECTRUM MOVING INTO LIGHT

Coherent light maser promises new relay space

Bell Telephone Labs thinks it may have the answer to the increasing demands for more channels of communication in a revolutionary device called the Continuously-Operating Gaseous Optical Maser. Demonstrated at a news conference in New York last Tuesday (Jan. 31), the "planned scientific discovery" generates an extremely high frequency beam of light which may in a decade develop into a major carrier of tv programs and telephone conversations.

Bell Labs' new maser (microwave amplification by stimulated emission of radiation) operates on less power than an ordinary light bulb and continuously produces a coherent beam of infrared light. The continuous operation, which was not possible with solid state masers, is achieved through a mixture of helium and neon gas. The light beam, in terms of bandwidths, represents a 1,000-fold increase in tv channels.

Bell scientists visualize the possibility of using the gas maser for communication through outer space, between air and spacecraft and through long pipes or conduits for ground communication. Dr. Ali Javan, who proposed and invented Bell's maser, said it's possible for a light beam transmission system to replace some day the present coast-to-coast coaxial cable system for network tv programs.

The principles of optical masers were first described in 1958. Last year Bell Labs and other research organizations introduced optical masers made of crystalline solids (BROADCASTING, July 11, 1960), but they were capable only of pulse-type operation at huge expenditures of power.

Simply described, the gas maser achieves its effect through interactions between helium and neon atoms enclosed in a glass tube about 40 inches long. The helium atoms are excited to a high state by a continuous electrical discharge at radio frequencies. The excited helium atoms transfer their energy to the neon atoms by colliding with them. The "stimulated" neon atoms radiate this energy—on command—as a highly coherent stream of infrared light.

Lying in the infrared portion of the frequency spectrum, the path of the optical carrier will be a straight line, except that it can be turned in any direction by reflecting mirrors. The information-handling capacity of coherent light is millions of times greater than that of radio waves.

According to the Bell scientists, their next big step is to develop adequate methods of modulation before light beams can come into general use in communications.

Overseas tv object of satellite plan

Transoceanic television by mid-1962 is the object of a new communications satellite project underway at the National Aeronautics & Space Administration.

The program became known when the federal space agency invited bids from representatives of 41 companies in a meeting Jan. 24.

Bids from commercial companies to build the satellite were requested by March 6.

The new NASA project proposes to launch an 85-pound active communications satellite by mid-1962. The satellite would be used for tv, teletype and

Eschew the Straw

FARMING is as old as getting up before breakfast, or older, and there are those whose ideas about farmers haven't changed since they last saw the sun rise. One finds no more straw-chewing hayseeds in Iowa than in a rush-hour subway crowd. Don't be misled by attire.

Iowa farmers are big businessmen, even though they wear few white-on-white shirts while working. They operate some 190,000 farms whose average size is 185 acres. They till only 1.89% of the total land area in the continental U.S., yet Iowa ranks second among the states in total value of agricultural and livestock production (hogs, 22% of U.S. total; corn, 19%; oats, 18%; soybeans, 12%). Average gross income per farm in 1959 was 68% above the national average. For the first nine months of 1960 total gross income was $1,808,592,000—up 5% over the same period of 1959.

Farms are becoming highly mechanized; they grow bigger; fewer people are needed to run them; folks move to town and find jobs in business and industry. Iowa now outranks half the states in number of manufacturing plants.

Iowa's population increased 5.2% in the last decade. The increase in WMT's home county (Linn) was 31.3%; in Waterloo's county (Black Hawk) it was 21.9%. Other Eastern Iowa counties in our coverage area also show gains above the state average.

We're carrying the torch for farmers because we like torches and farmers—and WMT Radio blankets some of the richest farming area in the world, including 25% of all the Grade A land in the U.S. We start early (5 A.M. daily) to supply farm service information and entertainment. Last year we had more than 100 farm sponsors, 25% of them with us ten years or more. Our farm service department is staffed by three full-time college graduates, all born and raised on farms. Even in moments of stress none chews straws.

WMT—CBS Radio for Eastern Iowa. National representatives, The Katz Agency. Affiliated with WMT-TV, Cedar Rapids—Waterloo; K-WMT, Fort Dodge; WEBC, Duluth.

In NASHVILLE You Sell the Negro only if you Buy WVOL . . . Rounsaville Radio

In expanding Nashville 124,000 Negroes spend $82,400,000.00 annually on consumer goods. Metropolitan Nashville is 31.4% Negro. It's definitely a big spending market! And you reach them only with Rounsaville Radio's WVOL—only all Negro-Programmed station in Nashville. Top rated by both Pulse and Hooper (as are *all* Rounsaville Stations!) Call or write today for the full story on WVOL, and the entire Rounsaville Chain. Represented nationally by John E. Pearson, in the Southeast by Dora-Clayton.

Rounsaville Radio reaches 1,433,915 Negroes in six major markets with $824,000,000.00 annual spendable income. A proper part of your budget must go to Rounsaville Radio or you miss this growing market. Rounsaville Radio speaks with believability, programming exclusively to the Negro with Negro talent and personalities. No one does a better job of reaching the Negro than we do at Rounsaville Radio.

HAROLD F. WALKER—V.P. & Nat'l Sales Mgr.

Sell the Negro in these Six Big Markets with ROUNSAVILLE RADIO

Buy One or All—Discounts with Two or More!

WCIN—CINCINNATI. 5000 watts. Reaches 170,000 Negroes, who spend $140,528,670 annually

WLOU—LOUISVILLE. 5000 watts. Reaches 158,000 Negroes, who spend $127,405,400 annually

WVOL—NASHVILLE. 5000 watts. Reaches 124,000 Negroes who spend $82,400,000 annually

WYLD—NEW ORLEANS. 1000 watts. Reaches 294,700 Negroes, who spend $218,483,000 annually

WTMP—TAMPA-ST. PETERSBURG. Reaches 129,000 Negroes, who spend $66,180,620 annually

KRZY—DALLAS-FT. WORTH. 500 watts, 730 on the dial. Reaches over 350,000 Negroes who spend 80% of income on consumer goods.

FIRST U.S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN 6 BIG MARKETS

ROUNSAVILLE RADIO

ROUNSAVILLE RADIO STATIONS

3220 PEACHTREE RD. N.E., ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE, Owner-President
HAROLD F. WALKER, V. P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO., Nat'l. Rep.
DORA-CLAYTON, Southeastern Rep.

data transmissions. It would be launched in a comparatively low orbit (650 miles to 3,400 miles) and it would be used to communicate between the east coast of the United States and the west coast of Europe. It would circle the earth once every three hours.

Among the requirements were that it be capable of handling 3 mc bandwidth, that ground-to-satellite frequencies be 400-500 mc, and satellite-to-ground frequencies be 2200-2300 mc. Also recommended was that ground stations be equipped to convert European tv standards into U. S. standards and vice versa.

NASA's communication satellite experiments thus far have involved two launchings of Echo, a 100-foot aluminized sphere for reflected radio transmissions. The U. S. Army has launched Courier, an active space relay which uses tape recording of messages for storage until triggered by ground stations. The NASA "Relay" satellite will operate on "real time," or instantaneously.

First Hurdle ▪ Meanwhile, President Kennedy's nomination of James E. Webb to be NASA administrator cleared the first hurdle on Thursday when the Senate Space Committee approved his appointment.

Mr. Webb, 54, is former director of the Bureau of the Budget and former undersecretary of State, both under President Truman. An attorney, he was a member of the 1958-59 Draper Committee studying the U. S. military assistance program; is president of Educational Services Inc. of Watertown, Mass., and Washington, D. C. (a nonprofit foundation devoted to improving the study of physics in secondary schools and universities); Inc., and is assistant to the president of Kerr-McGee Oil Industries Inc., and is a director of McDonnell Aircraft Corp.

Sen. Robert S. Kerr (D-Okla.) is chairman of the space committee.

Mr. Webb will succeed Dr. T. Keith Glenan who resigned Jan. 20.

New Mycalex insulation

A new high-performance electronic insulation called Supramica 620 "BB" has been introduced in New York by its manufacturer and developer, the Mycalex Corp. of America, Clifton, N.J. The company's president, Jerome Taishoff, noted that the newly-developed product operates at 1,200 degrees F., molds to intricate shapes with superior accuracy and provides a true hermetic seal. Mycalex produces various products in ceramoplastics, glass-bonded mica and synthamica insulations. A major constituent of the new item is Synthamica 202, a synthetic mica and a product of the Synthetic Mica Co., a division of Mycalex.

Record high output seen for electronic industry

Output of the electronic industry will reach a new alltime high in 1961 despite a temporary slackening in economic expansion and recent weakening of consumer durable goods markets, according to the U. S. Dept. of Commerce. On the basis of industry data, the department predicted factory output will pass the $6.8 billion mark this year with components output also increasing. Electronic research, development and test expenditures will add another $2 billion, it was predicted.

Noting that electronic industries comprise one of the most rapidly growing sectors of the U. S. economy, the Commerce Dept. reported industry output of radio receivers along with sales may run below the "very high levels of 1960." Total consumer radio-tv receiver output last year ran $1.83 billion compared with $1.79 billion in 1959, the previous alltime high.

Minimum of two channels needed by tv in 1980

Future requirements of communication facilities were detailed in a paper presented last Wednesday at the American Institute of Electrical Engineers winter general meeting in New York. On the topic of "Satellites Go Commercial—For Communications," H. Edward Weppler, radio engineer, American Telephone & Telegraph Co., spoke of frequency requirements in the year 1980:

"A requirement for video transmission channels for closed circuit and network television is clearly indicated. A conservative estimate is that by 1980 a minimum of two video channels will be needed in each direction between the United States and major world centers . . . By the turn of the century international telephone calls are expected to reach several billion annually."

63 RCA scholarships

RCA has awarded 63 undergraduate scholarships for the current academic year. A total of 27, each carrying an $800 grant, has been given to undergraduate students majoring in science, music, business administration, drama and television programming. The others, including 30 science teacher scholarships and 2 RCA Institutes scholarships, vary from $250 to $1,200 each. Recipients, other than those granted to graduates of RCA Institutes, are selected by their respective school officials and the RCA educational committee reserves the right of final approval. RCA also has given unrestricted contributions of $500 to each of the schools maintaining the scholarships.

Dedicated Service

AMERICAN HEART ASSOCIATION

Howard W. Blakeslee Award

1960

WCSH-TV

for the dedicated effort and interpretive skill exemplified in the program, "Close to the Heart", telecast February 21, 1960. This film, describing local heart research and demonstrating the accomplishments of medical research, is an inspiring example of what an independent station can achieve in fulfilling its public service responsibilities. It is judged to be the outstanding television program of public interest in the cardiovascular field during the past year.

Wade Arnold
Chairman, Awards Committee, American Heart Association

A. Charlton Ernstene
President, American Heart Association

Awarded to WCSH-TV "for the dedicated effort and interpretive skill exemplified in the program 'Close to the Heart' telecast on February 21, 1960."

An inspiring example of the public service rendered to the people of Maine by WCSH-TV and one reason why it is the leader in the Portland market.

Your Weed representative will be glad to give you the other reasons.

WCSH-TV

6 NBC for PORTLAND

MAINE BROADCASTING SYSTEM

WCSH-TV—(6), Portland
WLBZ-TV—(2), Bangor
WCSH-Radio, Portland
WLBZ-Radio, Bangor
WRDO-Radio, Augusta

RENEWALS, BEER ADS BEFORE BBG

Canadian stations to be questioned on program content

Canada's Board of Broadcast Governors has summoned CKEY Toronto, CKOY Ottawa, and CKLW-TV Windsor, Ont., to appear Feb. 22 at Ottawa for a review of their programming in the past year to determine if they are carrying enough Canadian content in programs.

The same day BBG will hear discussions on proposed changes in radio and television regulations on beer advertising. Such advertising is now permitted in Ontario, Quebec and Newfoundland. Proposed regulations would limit the commercial announcement to 12 seconds with a three-second bridge between program and announcement.

An audio announcement could mention either the sponsor's name and product, or simply the product. Examples given by BBG: "This program is presented with the compliments of the ABC Brewery," or with the last three words changed to "the ABC Brewery, brewers of XYZ Ale" or "compliments of XYZ Ale."

The audio example would apply to both radio and television. On tv a representation of the product label or product label and sponsorship announcement could be shown. If both label and announcement were used in the video portion, the announcement could be part visual, part aural, but not both.

Warning ▪ BBG warned broadcasters during its Toronto meeting last March that it would review programming of stations whose licenses are up for renewal, with special emphasis on live and originating programs.

CKLW-TV was informed at that time [BROADCASTING, April 11, 1960] that its license would be renewed for one year only instead of the customary three years. BBG told the station's officials there had been complaints that station was not programming for Canadian listeners.

The hearings for the three stations will be the first test of how tough BBG plans to get with stations that do not include enough Canadian content in programs. BBG regulations require 45% Canadian program content as of April 1, 1961, and 55% by April 1, 1962. The Canadian license year corresponds to the government fiscal year, April 1—March 31.

A number of other stations will also appear before the BBG at the February 22 meeting on programming. Included will be CKPC Brantford, Ont., and CKNX-TV Wingham, Ont., and some from other parts of Canada. These stations will be questioned on general programming policies by the BBG.

Wide Interest ▪ BBG's hearings will be followed with interest not only by broadcasters, but also by parliamentarians. Pressure is growing at Ottawa for an investigation of the BBG, especially its chairman, Dr. Andrew Stewart, on allegations the board's recommendations for television station grants have favored newspaper and broadcasting station groups over those with fewer commercial interests in television. The biggest controversy to date has concerned the grant of a second Toronto television station license to a group which owns the *Toronto Telegram*, an evening daily, with leanings towards the Conservative party now in power at Ottawa. Dr. Stewart probably will be summoned before the Parliamentary Committee on Broadcasting to answer opposition charges that the tv recommendation was arranged before the hearings at Toronto last March.

The Feb. 22 meeting in Cathedral Hall, Christ Church Cathedral, Ottawa, also will hear applications for power increases and new stations, including a power increase for CHFI-FM Toronto, from 9.45 kw to 210 kw, and CHUM Toronto, for an fm station with 18 kw on 104.5 mc.

CBC to pay higher fees for copyright music

Canadian Broadcasting Corp. will pay more for copyright music use this year. A new schedule, which appeared in the official *Canada Gazette*, has been approved by the Canadian Copyright Appeal Board. CBC will pay Composers, Authors & Publishers Assn. of Canada (CAPAC), the Canadian affiliate of ASCAP, and BMI Canada Ltd., both of Toronto, 2.4 cents per capita, for all radio and television music on its stations. Last year the rate was 2.2 cents. Canada's population early this year was announced at just over 18,000,000 by the official Dominion Bureau of Statistics, Ottawa.

Independent radio and television stations will pay the same rates as last year based on gross revenue.

CKUA Edmonton, one of six non-commercial stations, is being charged for the first time, and will pay 2% of its annual operating costs for copyright music use. CKUA is owned by the Alberta government. The other five non-commercial stations in Canada are operated by religious and educational organizations and are exempt from paying music copyright fees.

CKPG-TV start authorized

CKPG-TV Prince George, B. C., has been authorized to begin telecasting on ch. 3. Delay in granting its license, applied for early in 1959, was due to an investigation by the Board of Broadcast Governors as to the broadcasting needs of the area. Permittee is CKPG Ltd.

$80.1 million granted CBC, up $10.3 million

Canadian Broadcasting Corp. will receive a grant of $80.1 million from the government for the fiscal year 1961-62, up $10.3 million from the last fiscal year, according to estimates Jan. 26 announced by Finance Minister Donald Fleming at Ottawa.

The increase is for operating and capital expenses of both the radio and television services of CBC, resulting mainly from higher costs of maintaining services and anticipated reductions in revenues.

The drop in revenues is anticipated in view of the recent inauguration of competitive tv stations in cities where CBC stations had been the only tv outlets. Half of the increase is earmarked for this drop in advertising revenue. Seven second stations are in operation or will be soon in cities where CBC held forth alone, and CBC has entered an eighth city which had only one independently-owned tv station.

Telemeter claims 30% audience for Newhart

First live pay-tv on the Trans-Canada Telemeter operation in Etobicoke area of Toronto on Jan. 5-7 had about 30% of subscribers pay $1.25 for the show. Attraction was comedian Bob Newhart, who appeared for 70 minutes on the TCT, live the first evening, on tape the next two evenings.

Preliminary estimate of the take, as reported by Gene Fitzgibbons, general manager of the operation, is based on collection of 20% of coin boxes on the 5,800 subscriber sets. Mr. Fitzgibbons points out that experience has shown that 20% of the coin boxes set the pattern for the remainder. Thus the Newhart show was paid for by 1,740 subscribers who paid in $2,175 to see the show.

Mr. Fitzgibbons said that by early summer TCT may be ready to release figures on its operations in the Etobicoke test area, which began in February 1960.

Football tactics aren't discussed at these chalk talks. But there is the same team spirit: a desire o do better than the other guy, to make the finest roadcast equipment in the world. **Collins team of creative engineers consistently leads the league.**

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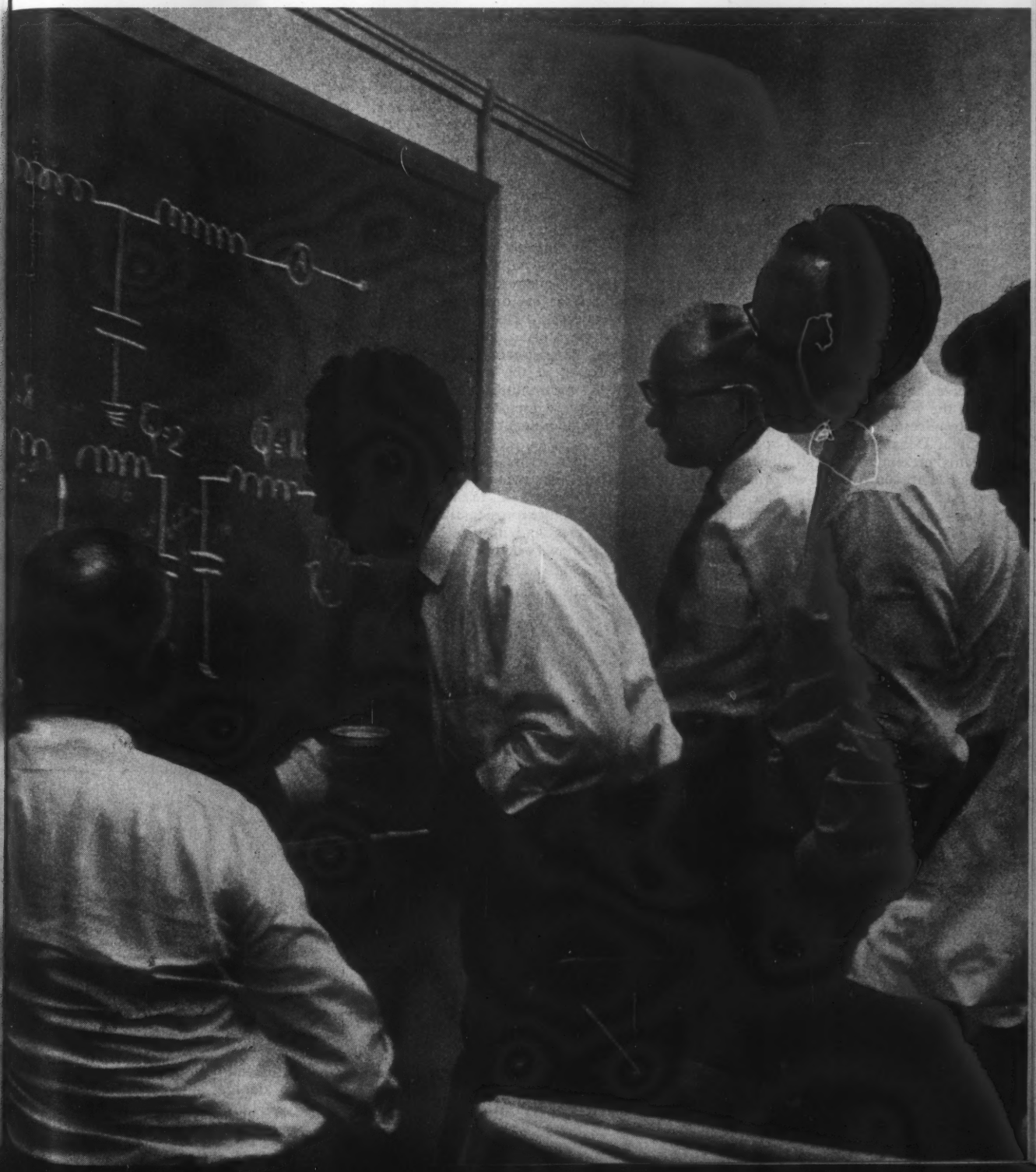


A split decision on Capitol Hill

TWO NETWORKS, NAB, WANT SEC. 315 REPEALED, OTHERS DON'T

The broadcasting industry split last week in its recommendations regarding the legislative future of Sec. 315 of the Communications Act.

Dr. Frank Stanton, president of CBS; Robert Kintner, president of NBC; and LeRoy Collins, NAB president, urged Congress to repeal outright the equal-time provision and thus free broadcasters to cover candidates for any political office.

But Alfred Beckman, vice president of ABC; and Stephen J. McCormick, Mutual news vice president, asked only for enactment of a bill introduced by Sen. Warren G. Magnuson (D-Wash.). This bill (S 204) would make permanent last year's suspension of Sec. 315, for coverage of candidates for President and Vice President only.

The industry officials, along with Frederick W. Ford, testified at a preliminary hearing of the Senate Communications Subcommittee, called to receive an interim appraisal of how well the waiver of Sec. 315 had worked.

Broadcasters View ▪ Citing the "Great Debates" and other special programs presented last fall, the network officials argued that the suspension had worked well. They said it had allowed their industry to inform the electorate to an unprecedented degree and to arouse enormous interest in the election. They also said they had conducted their operations fairly and responsibly.

The preliminary FCC report—the complete one is due March 1—tended to support this industry view. It said that the seven networks had donated 80 hours and 10 minutes on a virtually 50-50 basis to the two major parties. In addition, television stations across the country had contributed 2,503 hours. This, too, was equally divided between the parties, according to the report.

One question raised during the hearing—as to whether an incumbent president, specifically President Kennedy, would be willing to participate in a future version of the "Great Debates" of 1960—was answered by the President himself at his own news conference Wednesday. He said he would (see story page 62).

Relaxed Atmosphere ▪ The atmosphere throughout the hearing was relaxed, with subcommittee members complimenting the witnesses on the manner in which broadcasters reported the 1960 campaign.

Sen. Pastore, moreover, virtually predicted that steps would be taken to assure broadcasters at least the same freedom in future presidential election years that they had in 1960. He said he didn't know whether it would be done by law or, as in 1960, or by a joint resolution. But it will be done, he added.

The real question, as he sees it, is in extending the suspension of Sec. 315 to candidates for lesser offices. Speaking to newsmen after Tuesday's session, he said he feels Congress could go further in freeing broadcasters from the equal-time requirement.

He doubted, however, that Congress would approve complete repeal of Sec. 315. Liberalization of the section has to be accomplished "gradually," he said.

In asking only for a permanent grant of the limited freedom broadcasters had last year, Mr. Beckman and Mr. McCormick said there were problems that should be resolved before Sec. 315 is wiped off the books.

How to Choose ▪ Mr. Beckman told newsmen that ABC is concerned about the problem broadcasters might face in having to choose, among a dozen candidates for office, which two or three command the attention that warrants free time. This could lead either to complaints to the FCC or to granting free time to all who request it, he said.

Mr. McCormick said after testifying he understands that, if Sec. 315 were repealed, broadcasters would lose the immunity to libel suits that the section now affords them.

Ford of FCC
Commission supports industry view

Kintner of NBC
Broadcasters have proved themselves

Beckman of ABC
How to decide among candidates?

Stanton of CBS
Complete the job that has been begun

McCormick of Mutual
Worried about loss of immunity

Collins of NAB
"Broadcasters . . . meet obligations"

Observers noted, however, that this immunity could be retained even if the section were not. It was pointed out that under the legislation suspending the equal-time provision last year, broadcasters continued to enjoy the immunity protection.

In urging complete repeal, Dr. Stanton said that last year's experience "furnished powerful evidence that radio and television, unshackled by the equal-time restrictions, can greatly revitalize the fundamental democratic process in this country."

He added: "I hope most earnestly that, having weighed this evidence, the Congress will now move to complete the job begun . . . [and] will promptly, completely and permanently free broadcasting from [its] restraints. . . ."

Mr. Kintner said that broadcasters last fall had proven his contention that that they "are capable of fair and responsible political reporting." Consequently, he said, "I believe we have earned the right" to cover candidates for all political offices, "unencumbered by the 'equal-time' shackles . . ."

Long-range Effect ▪ He also told the subcommittee that "one of the most important long-range effects of the expanded political coverage we were able to undertake last year will be a steady expansion of informational programming on television."

In his testimony—the first he has given before a congressional committee as head of NAB—Mr. Collins said that if Congress will repeal Sec. 315, "broadcasters will be faithful to their public responsibilities and continue to meet their obligations for fair treatment of candidates and differing points of view."

He pointed out that broadcasters are now bound by "the rules and policies of the FCC pertaining to issues of public importance, and these would be operative upon such repeal." He added that if Congress felt this obligation should be expressed in law, "I would recommend that the general standards of fairness and equity now included in Sec. 315 as applicable to public issues be broadened "to apply to political candidates."

Mr. McCormick said that radio had much to do with the fact that 64½% of the eligible voters cast ballots in the November election—an all-time high. He noted that, with 160 million radio sets in use throughout the country, that medium was, in some areas, the only means of informing the voter.

New Question ▪ Toward the close of the hearing, Sen. Pastore introduced a new issue—whether, in future broadcast debates between presidential candidates, the broadcasters would seek sponsorship for them. He wondered what effect advertising would have on the dignity of such programs.

He told the industry representatives to consider this matter carefully and be prepared to discuss it at the hearing to be held on the Magnuson bill. "This ought to be talked over very frankly," the senator said, "because it will probably come up on the floor of the Senate."

A future subcommittee hearing, to be held on the Magnuson bill after the FCC report on Sec. 315 is filed, began shaping up last week as a colorful affair. Sen. Pastore announced that Edward R. Murrow, the former CBS newsman named by President Kennedy to head the U.S. Information Agency, will be invited to testify.

And Lar Daly ▪ It was also learned that Socialist Party leader Norman Thomas, Lar Daly, perennial fringe-party candidate, and spokesman for other splinter party groups are expected to appear.

Requests to testify have been received by the subcommittee from these sources, and Sen. Pastore announced that all interested parties who want to testify will be permitted to submit a statemen or appear in person.

Mr. Murrow will be invited because, as head of USIA, he will have a decisive voice in what information other nations receive from America. And the "Great Debates," which he reportedly has criticized, were broadcast abroad.

Subcommittee member Gale McGee (D-Wyo.) on both days of the hearing quoted Mr. Murrow as stating, in a New York speech Jan. 12, that the debates "were a puny contribution" to the campaign.

Another critic of the debates who may be asked to appear is the noted historian, Henry Steele Commager. Sen. McGee quoted him as stating that the "present formula of the television debates is designed to corrupt the American public." An aide of Sen. McGee's said later that the appearance of the professor is a "possibility" but has not yet been discussed.

Dr. Stanton and Mr. Beckman, who were testifying on the two occasions when Sen. McGee introduced the critical appraisals, flatly rejected them. Along with the other industry witnesses, they said the debates played an enormous role in educating the public.

There was general agreement among the witnesses, however, that the format of the debates could be improved.

'Herald Traveler' wants court to rehear case

The *Boston Herald Traveler* went to court again last week to try to stave off losing its grant for ch. 5 in Boston.

The court cannot permit the FCC to revoke the grant of ch. 5 Boston to the *Boston Herald Traveler* without a hearing, the newspaper charged last Thursday in submitting a petition for a rehearing to the U. S. Court of Appeals in Washington.

At issue was the court's opinion sanctioning the FCC's proposal to revoke the 1957 grant and to re-evaluate all three applicants because of alleged off-the-record representations (BROADCASTING, Jan. 30).

The Boston permittee (WHDH-TV) said that not only must the court hold a hearing on the FCC's proposal, but it must also base its decision on a review of the whole record, or that part of it which is relevant before permitting the FCC to go ahead with its proposal.

In the Miami ch. 10 case, the Boston group said, the court ordered an expedited hearing. This is what it should have done in the Boston case, it said.

The FCC last July proposed to revoke the ch. 5 grant to the *Boston Herald Traveler*, but permit the station to continue operating under temporary authority while it reconsidered the applicants. This action was based, it said, on the "pattern" of the activities of Robert Choate, publisher of the Boston newspaper, in seeing former FCC Chairman George C. McConnaughey while the comparative case was pending.

Lexington uhfs oppose assigning third there

Licensees of the two existing uhf tv stations in Lexington, Ky., last week opposed FCC rulemaking to allocate a third uhf there. Bluegrass Broadcasting Co., whose petition started the rulemaking, urged the commission to adopt it.

WLEX-TV (ch. 18) and WKYT (TV) (ch. 27) argued the Lexington market cannot support another uhf. Since they pioneered uhf in that market, they feel they deserve to reap the benefits. Assigning another competitor would discourage other broadcasters from experimenting with the uhf, they said.

Bluegrass had asked assignment of ch. 37 to Lexington from Winchester, Ky. Bluegrass repeated the request last week.

Other allocation requests last week:

▪ Abilene Radio & Television Co. (KRBC-TV Abilene, Tex.), applicant for ch. 3 in San Angelo, Tex., asked for a drop-in of ch. 6 at San Angelo. With KCTV (TV) operating there presently, and ch. 3 applications pending hearing, the new channel would allow San Angelo viewers a choice of three networks, the request said. Adequate mileage separation from existing stations is feasible, Abilene added.

▪ WMTV (TV) Madison, Wis., asked for shift of ch. 15 from Richland Center, Wis., to Madison, deletion of ch. 30 in Madison and assignment of ch. 40 to Richland Center. WMTV (ch. 33) said it has been FCC policy to assign lower uhf channels to uhf's requesting them.

FCC okays reimbursment of two losing applicants

Two applicants have been permitted to drop out of comparative hearing for an am station in Windber, Pa.-Westernport, Md., and to be reimbursed by a third applicant for expenses incurred in connection with their applications.

Chief Hearing Examiner James D. Cunningham last week dismissed without prejudice the applications of Cumberland Valley Broadcasting Corp. and Gosco Broadcasters. He granted that the Windber Community Broadcasting System could pay Cumberland $1,000 in partial reimbursement of its expenses and $3,175 to Gosco for expenses.

An amendment to the Communications Act, effective last September, requires parties being reimbursed for dropping out of a hearing to prove that their expenses were legitimate and prudent and that the chief hearing examiner pass on such pay-offs.

Cumberland's principal stockholder is Arthur W. German, 90% owner of WTBO Cumberland, Md., Gosco is an equal partnership of Fred and Isadore Glosser, Herbert Sinberg and Sydney Ossip. Mr. Sinberg has an interest in WPAZ Pottstown, Pa. Windber's owner, Robert R. Nelson, is also majority owner of WBRD Bradenton, Fla.

Harris faces a fight for his seat in Congress

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, may face a primary fight with another well-entrenched Arkansas Democrat as a result of the state's new redistricting law.

The law, which went into effect last week, placed Rep. Harris in the same district with Rep. W. F. Norrell, a 12-termer who is sixth-ranking Democrat on the Appropriations Committee.

A reapportionment of the state was required on the basis of the 1960 census, which reduced the size of Arkansas' all-Democratic delegation from six to four.

WFLA TV Reach ...in the land of Profituvity!

WFLA-TV offers BIGGEST AUDIENCES* when people watch TV most! . . . Monday through Friday, 6 p.m.-midnight.

AVERAGE ¼-HOUR HOMES REACHED

	WFLA-TV	Sta "A"	Sta "B"
Sign on-noon	17,000	16,300	1,300
Noon-6 p.m.	19,700	21,300	6,900
6 p.m.-midnight	62,600	55,500	23,200

WFLA-TV	10
STA "A"	5
STA "B"	0

CHECK TOP 15 SYNDICATED FILMS

Source: ARB, NOV. 1960 (Homes Reached)

* WFLA-TV delivers MOST TV Homes in 28 Counties of Central and West Coast Florida — including the Tampa-St. Petersburg Metropolitan market. (Jan. 1960 ARB TV ownership est.)

wfla-tv NBC TAMPA ST PETERSBURG

REPRESENTED NATIONALLY BY BLAIR TV

Channel 8

WGN now first in Chicago daytime television

From 9 am to 6 pm, Monday through Friday

Total homes reached

WGN-Television gained 47,400 homes in the average quarter hour in the ARB* December 1960 report compared with November . . .

an increase of 44.7 per cent . . .

putting WGN-Television in first place competing with three network programmed stations . . .

while total homes viewing Chicago stations increased only 11% and the station with the second largest increase built its audience less than 2 per cent.

And the Nielsen** December book showed WGN-Television's average quarter hour audience to be up 49.3% over November while total homes viewing increased 10.8 per cent and the station with the next best increase built its audience less than 3 per cent.

Metropolitan area

WGN-Television average quarter hour audience showed the only increase of all Chicago stations . . .

a whopping 33.8 per cent, says ARB!

a whopping 34.8 per cent, says Nielsen!

. . . While competing stations lost from 5.4 to 16.0 per cent.

*American Research Bureau Chicago Market Report (Nov. 23-Dec. 20).

**Nielsen Station Index (Nov. 7-Dec. 4).

In Chicago **WGN** Television

means quality programming and dedicated community service.

WGN is Chicago—Quality—Integrity—Responsibility—Performance

The cop already has sufficient traffic rules

THAT'S GIST OF LATE COMMENTS ON STATION SALE RULE

Late comments on the FCC rulemaking to prohibit the sale of stations within three years after acquired or improved continued to run heavily against the proposal (BROADCASTING, Jan. 30). All but one party in the last group to file said that they agreed with the commission's objective—to get at any licensees who buy and sell stations to make a fast dollar—but that the agency's plans would result in a bigger evil.

The dissenter, KWSD Mt. Shasta, Calif., endorsed the anti-trafficking rule enthusiastically. Freedom to buy and sell as a licensee pleases ". . . has led to many abuses and has permitted persons to enter the industry, not to serve the public interest, but to make a quick profit," the station said. The rules are needed in order to protect the public and legitimate station owners interested in broadcasting as a profession, KWSD stated.

The Washington law firm of Fisher, Wayland, Duvall & Southmayd, commenting for seven clients, said that the FCC should make an exhaustive investigation where there is evidence of trafficking in a station sale. The mere statement that the commission intends to do this will deter improper operators, the attorneys said.

Another legal firm, McKenna & Wilkinson, told the commission that it "would most certainly be invalid" for the agency to require a licensee to operate a station for a specified minimum period if improsed as a condition to an original grant. The Communications Act makes it clear that stations are assignable or transferable provided certain conditions are met, McKenna & Wilkinson maintained. The lawyers backed up their contention with past commission rulings and legislative actions.

Much to Be Desired ▪ WERI-AM-FM Westerly, R. I., said that the mechanics of the commission's proposal ". . . leave much to be desired. Indeed, at best, they are inadequate to accomplish their purposes and on balance are likely to spawn more ills than they will cure." WERI suggested that the FCC send questionnaires to all stations as the first step in an investigation of trafficking. These, it was stated, should be followed by public hearings before any new rules are adopted.

Multiple-owner Meredith Broadcasting Co. said the FCC's idea would constitute a "serious blow" to the public interest. Meredith hit the statistics cited by the FCC on station sales allegedly showing a need for the proposed rules (BROADCASTING, Dec. 12, 1960) as failing to establish that any appreciable number of stations have been involved in trafficking.

According to the South Carolina Broadcasters Assn., the proposal is "unnecessarily rigid and arbitrary." The commission now has sufficient authority to deal with trafficking without establishing as law an arbitrary three-year rule, SCBA said.

WSTV-AM-FM-TV Steubenville, Ohio, and the Friendly Group of stations also attacked the "undue, disproportionate and excessive emphasis" on the time factor. In suspecting cases of trafficking, the Friendly Group suggested that the commission consider such matters as local ownership, diversification, programming plans, publis service and other criteria in addition to the time the seller has owned the station.

Reply comments in the rulemaking, provisions of which were spelled out in the Jan. 30 issue of BROADCASTING, are due this week.

NEWS CONFERENCES

JFK's staff experiments with tape in lieu of live

All rules for network news coverage of the White House are out the window temporarily as President Kennedy and staff explore new broadcast frontiers.

Another break with precedent will come Feb. 8, at 10 a.m., (tentative time) when the President's third news conference will be covered by radio and tv recording, with the program material available for broadcast at the moment the conference ends.

The first two Kennedy news conferences were broadcast live by all radio and tv networks. Both the President and Pierre Salinger, his news secretary, were highly pleased by what were described as ratings considerably above normal for the time periods.

But the President and his news chief are determined to try every reasonable broadcast technique before adopting any sort of permanent policy. Mr. Salinger said Feb. 2 the next conference or two will be available for broadcast recording. 'We want to see how it works," he said, adding, "I reached the decision against live coverage of the third conference before the second (Feb. 1) was held."

Questioned as to the President's role in the decision, he said, "I am sure he played a part in it."

The White House would not lend any credence to suggestions (1) the President had been overexposed to the nation during the week and (2) the President felt recorded pickups would force broadcasters to give more night time to the conference.

All networks were on record at the White House with requests for permission to carry live conference broadcasts, without any commitment to put them on the air. ABC had asked permission to telecast all February conferences. "We asked the networks to withdraw the requests for the next two conferences and they accepted," Mr. Salinger said.

The question of sponsorship came up last week. Mr. Salinger covered it this way:

"They (networks) have asked if we objected to sponsorship for press conferences and we have said we did not think it would be advisable to have sponsors on a press conference. . . . I think it is our position that if they are going to run them as a whole press conference that they would not be sponsored. If they plan compact tapes, within a regular news program, obviously they can do that . . . but if they are going to run the press conference as the news event, then it should not be done."

Newsmen were supplied hot transcripts during the first two Kennedy conferences and were free to use them at once. The transcripts were available as fast as they could be processed. Mr. Salinger said, however, that transcripts will be embargoed at the next confer-

'I will debate'—JFK

There's no doubt about it—President Kennedy will take part in radio-tv debates with his Republican opponent if he runs for re-election in 1964.

Asked about his view on "Great Debates" at the Feb. 1 news conference, the President quickly put his attitude on the record. Here is the question-answer exchange at the news conference:

Q.—"Mr. President, Senator Pastore [John O. Pastore, D-R.I.], during hearings held yesterday and today on amending Sec. 315 of the Communications Act, raised the question of whether an incoming presidential candidate would agree to debate a so-called outsider on television and the present attorney general in post-election remarks expressed some doubt that one who is already President would agree to debate with one who wants to be President. Could you help us clear the air on this, sir, and tell us whether if you're a candidate in 1964 you would agree to debate?"

A—"Oh, I would, yes."

YOU MAY NEVER SEE THE HIGHEST VOLCANO*—

BUT... Look At The WKZO Radio Ratings In Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — JULY, 1960

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	29	19	9
12 NOON - 6 P.M.	28	17	8
6 P.M. - 12 MIDNIGHT	32	17	8

* *Mount Antofalla (19,921 feet) in the Andes Range in Argentina is the world's highest active volcano.*

WKZO Radio reaches more of your prospects in Kalamazoo-Battle Creek and Greater Western Michigan than any other radio station.

Here's why. WKZO-AM walked off with top honors *in all 360 quarter hours surveyed*, 6 a.m.-Midnight, Monday through Friday in the latest Pulse Report (see left). Furthermore, this same survey shows that WKZO Radio has an average of 73% more listeners per quarter hour—morning, afternoon, evening—than Station B.

Talk to Avery-Knodel about WKZO Radio—Leadership radio for one of America's fastest growing markets. Kalamazoo *alone* is expected to outgrow all other U.S. cities in personal income and retail sales between 1959 and 1965. *(Source: Sales Management Survey of Buying Power, July 10, 1960)*

AM-TV-FM

The Telzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

ence until the doors are opened and newsmen emerge from the conference room.

NBC produced the second Kennedy conference Feb. 1, using the two CBS rifle mikes to pick up reporters' voices. The conference ended in confusion when the President answered a reporter's query after the closing "Thank you, Mr. President." Radio and tv picked up this impromptu scene though some of the conversation was lost. The incident drew a protest Feb 2.

The President was on nationwide tv three times last week—recorded on the NBC-TV Garroway program, an exclusive interview dealing with a hospital anniversary; live with the State of the Union message to Congress, and live from the news conference.

ABC will produce the Feb. 8 conference, with the video transmitted to ABC-TV news in New York for taping since WMAL-TV Washington, its affiliate, lacks video-tape equipment.

Political timebuying high despite free tv

Despite the unprecedented amount of free time broadcasters made available to the political parties last year, political spending last year amounted to $14.65 million.

The figure was contained in a preliminary report of the FCC on broadcasters' activities in connection with the suspension last year of the equal-time provision of Sec. 315 (see story page 58).

The report, presented to the Senate Communications Subcommittee by FCC Chairman Frederick W. Ford last week, said the Democrats spent $6.75 million, the Republicans, $7.5 million and minor parties, $400,000.

The report also said that "indications are that total expenditures for political broadcasting (combined am and tv networks and stations) were substantially higher in 1960 than in 1956." However, comparable figures were not given.

While television network political spending was virtually the same in 1960 as in 1956, radio network revenues in this area nosedived, according to the report. It said the two major parties spent $2,927,235 on tv networks last year, compared with $2,930,514 in 1956.

In network radio, the Democrats and Republicans spent only $78,867 last year compared with $320,940 in 1956 —a drop of 75.4%.

The report was based on replies to questionnaires sent out by the FCC to all networks and stations. Chairman Ford said that only a "handful" of television stations and 161 of some 5,000 radio stations had not yet replied.

WBC agrees to quit WBZA if KLAC purchase okayed

Westinghouse Broadcasting Co. last week made moot two protests by Springfield, Mass., stations (that WBC was violating multiple ownership requirements by acquiring KLAC-AM-FM Los Angeles) in requesting the FCC to grant the new acquisition on condition Westinghouse terminate operation of WBZA Springfield.

Protests had been filed by WHYN (BROADCASTING, Jan. 30) and WSPR, both Springfield. The latter, petitioning the FCC last week, asked that the Los Angeles applications be denied and that license renewal of WBZA be designated for hearing with WSPR as a party. WSPR charged that WBZA, which repeats WBZ Boston programming, does not serve the public interest in Springfield and enjoys an unfair competitive advantage there because of its Boston affiliation which makes it a "bonus" for WBZ advertisers. The satellite station also in effect allows Westinghouse to operate a "51 kw station" by combining WBZ's 50 kw with WBZA's 1 kw, the petition said. WSPR also raised questions of character qualification, noting that the parent Westinghouse Electric Corp. had pleaded *nolo contendere* in a 1960 federal price-fixing case.

WBC's petition ignored the remarks of the two Springfield stations, but accepted a 1954 FCC ruling that WBZA would count as a standard am station in the company's legal quota of seven ams. Westinghouse, accordingly, agreed to discontinue operation of WBZA as a condition to grant of the KLAC application.

Westinghouse also currently operates WIND Chicago; KDKA Pittsburgh; KEX Portland, Ore.; KYW Cleveland and WOWO Ft. Wayne, Ind.

Holland criticizes CBS show

In a Senate speech Thursday (Feb. 2), Sen. Spessard Holland (D-Fla.) accused CBS of unfairness for the manner in which it portrayed the problems of the migratory worker in the documentary, *Harvest of Shame*. The program has been a controversial one on Capitol Hill, with some legislators praising it, others criticizing it. It was narrated by Edward R. Murrow, named by President Kennedy last week to head the U.S. Information Agency.

You can't blame all crime on media

A reporter's effort to hang responsibility for the juvenile delinquency problem around broadcasting and films was rebuffed by President John F. Kennedy at his Feb. 1 news conference. The President's pointed answer to a loaded question placed the responsibility for the upbringing of young people on their parents, adding that the government can take only a marginal role by helping improve living conditions for children. The question was asked by May Craig, correspondent for a number of Maine newspapers.

Text of the exchange follows:

Q.—"Thank you. Mr. President, in your State of the Union Message, you spoke of juvenile delinquency. There is growing concern expressed by parents, clergy and J. Edgar Hoover about [laughter] about the effect on young people of crime and violence in movies and on the air, and the Senate committee is investigating this. Is there anything you can do about it, or may you ask for legislation?"

A.—"I will have to wait, Miss Craig. We—as I said at the time in the State of the Union that we are considering what legislation could be enacted. Now when you get into movies, it's very limited—the amount of influence which the federal government can exert is quite properly limited. But at least we are concerned with the general problem.

"All the steps we take in urban renewal and housing also effect, of course, the kind of atmosphere, the kind of schools we have, the kind of housing we have, the kind of health conditions we have—all affect the atmosphere in which younger people grow up.

"We are very much concerned with that area and we also have—are informed about what the Congress is doing. But this is a matter which goes to the responsibility of the private citizen. The federal government cannot protect the standards of young boys or girls—the parents have to do it, in the first place.

"We can only play a very supplemental role and a marginal role. So that we can't put that problem on the—Mr. Hoover or on the White House or on the Congress. It rests with the families involved—with the parents involved. But we can do something about the living conditions and the atmosphere in which these children grow up, and we are going to do something about it."

KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON-TV HAS
TOP-RATED LOCAL NEWS
CHILDREN'S SHOW
SYNDICATED FEATURE
(ARB, Nov. 1960)

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE

Minow nominated, hearing Wednesday

UNEXPIRED, NEW TERMS CAUSE SENATE INDECISION

President Kennedy sent the name of FCC Chairman-designate Newton N. Minow to the Senate twice last week and Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) promptly announced that a confirmation hearing will be held this Wednesday (Feb. 8).

Mr. Minow's nomination is before the Senate both for the remaining months of a seven-year term ending June 30 and for a full seven-year stint beginning July 1. The Chicago law partner of U. N. Ambassador Adlai Stevenson was selected to guide the "new frontier" at the FCC a month ago (BROADCASTING, Jan. 16).

It has not been decided if Wednesday's hearing will suffice for both nominations and whether the Senate will be asked to confirm Mr. Minow through 1968. Legally, a spokesman said, the committee and the Senate could approve both nominations at one time. Sen. Magnuson said he would leave the decision to committee members.

There is some sentiment to confirm Mr. Minow through June only and to decide later whether a second confirmation hearing will be needed this spring. In any case, the committee has scheduled an executive meeting after the public hearing session Wednesday morning and can act on the nomination at that time. The committee course probably won't be decided until the closed meeting, it was reported.

King Goes Off ▪ With the Minow nomination, President Kennedy simultaneously withdrew the nomination of Republican Charles H. King. Mr. King has been serving on the commission since last July under appointment by President Eisenhower. He replaced John C. Doerfer, who resigned last March. Commissioner King will continue on the FCC until Mr. Minow has been sworn in.

Mr. Minow, a Democrat, will succeed Frederick W. Ford as chairman, but Mr. Ford will remain on the FCC. The new chairman will be the second youngest man ever to serve on the FCC and will return the balance of power to the Democrats (4-3) for the first time since 1953.

Mr. Minow said he also will have several unofficial talks with members of Congress and the Administration this week. He will arrive in Washington tomorrow and return to Chicago "for two uninterrupted weeks" to wind up his legal practice. This is a must, he said.

The Northwestern U. law graduate originally had hoped to remain in private life until mid-March but now expects to become FCC chairman around the first of next month if he is confirmed by then. "One of my biggest problems is finding a house in Washington," he said last week.

More New Faces ▪ The chairman will have several administrative, legal and professional assistants to appoint to his personal staff. In addition, an associate general counsel's post and the FCC secretaryship are vacant. It's also speculated that some key bureau heads will be replaced, including the general counsel (now John FitzGerald).

It was learned last week that Ted Meyers, an ABC attorney in New York, has informed network officials he is leaving to become legal assistant to Mr. Minow. Mr. Meyers, a young Harvard graduate, refused to comment and the new chairman would not confirm the report, saying only that he had talked to Mr. Meyers. Mr. Minow said that it would be premature for him to make or announce any commitments prior to his confirmation.

Another probable addition to the FCC staff is Henry Geller, attorney in the antitrust division of the Justice Dept. Mr. Geller formerly was in the FCC's general counsel's office and was Mr. Minow's classmate at Northwestern U. Law School.

Evelyn Eppley, legal assistant to Commissioner King, who served in the same post under former Chairman Doerfer, will remain with the commission in the Rules & Standards Div. of the Broadcast Bureau after Commissioner King leaves.

A new role for Inga

Inga Rundvold of WRC-TV Washington soon may be the world's most popular television personality, at least that's what her press agent—U.S. Information Agency—thinks. Inga, host of her own daily *Inga's Angle* show on WRC-TV, has been selected by USIA Cartoonist Mike Roy to serve as a model for a new cartoon series, which the agency will distribute to 3,000 newspapers in 48 foreign countries.

The series, "Visit to America," which presents the U.S. as viewed through the eyes of a young Asian visitor (Jol Surama) virtually was conceived on Inga's show when, as a guest, Mike Roy spoke of the use of cartoons to tell America's story abroad. Then it became reality. In photo above Inga and her alter ego pose with Mike Roy.

The FCC last week...

▪ Was told by NBC that a petition of Philco Broadcasting Co. ". . . constitutes nothing more than an unwarranted and unfair attack on the commission." A month ago, Philco had asked the FCC to expedite action on its application for ch. 3 Philadelphia and that of NBC for renewal of WRCV-TV on the same Philadelphia channel

A CHANNEL 5 QUIZ

TEST YOUR MARKETING SKILL ON THIS FIVE-FINGERED TELEVISION QUIZ

Q—*You go to bed at eight o'clock in the evening and set the alarm to get up at nine in the morning. How many hours of sleep will this allow you?*

Q—Who owns the sharpest "nose for news" in Eastern Michigan?

Q—*One month has 28 days. Of the remaining 11 months, how many have thirty days?*

Q—Besides bath night, what else does Saturday mean to TV viewers in the Saginaw-Bay City-Flint area?

Q—*Who owns dominance of local strip programs, 7 to 7:30, Monday through Friday?*

NBC CHANNEL 5 First Station

WNEM-TV

serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION—
ALL WAYS!

(BROADCASTING, Jan. 16). The network said that Philco's latest pleading adds nothing to earlier comments by the same party filed in relation to the proposed sale of WRCV-TV to RKO General (BROADCASTING, Oct. 3, 1960). Philco ". . . inaccurately seeks to create the impression that the commission has arbitrarily delayed action on its application for eight months" without making any reference to interrelated proceedings, NBC charged.

▪ Advised Norman Knight that it appears a hearing is necessary before his application to purchase WGIR Manchester, N. H., for $327,500 (BROADCASTING, Dec. 12, 1960) can be approved. Among other issues, commission questioned the overlap of WGIR's signal with other Knight-owned stations—WHED Portsmouth, WTSV Claremont, WTSL Hanover, all New Hampshire, and WEIM Fitchburg, Mass.

▪ Ordered preparation of a document dismissing the application of Radio American West Indies Inc. for a new tv station on ch. 8 in Christiansted, St. Croix, Virgin Islands and granting the application for the same facility of Supreme Broadcasting Co. of Puerto Rico. Radio American had requested that its application be dismissed following merger with Supreme and the commission's action affirms a November 1960 initial decision.

FCC FINANCIAL FORM

Broadcaster opposition to proposal unanimous

Unanimous dissent from broadcasters on the FCC's proposal to revise its financial reports, Form 324, flowed in last week.

The new, more complicated form would produce "unnecessary burdens" on broadcasters and on the commission, comments claimed. Most broadcasters held the FCC had shown no necessity, nor excuse, for the new, longer form. And some hinted darkly that the commission would exceed the authority granted it by Congress if it adopts the proposal.

NAB set forth a definitive statement on the proposal, which expressed the feelings of many broadcasters, though in individual comments, some broadcasters were more alarmed by certain parts of the proposal than by others. NAB pointed out it had circulated copies of the proposed Form 324 to its members and had reached its conclusions as result of a collation of its replies.

NAB's objections to the proposal were (1) it would impose a great administrative burden on broadcasters; (2) it would force many stations to change their accounting procedures; (3) many

A CHANNEL 5 WHIZ

OUR CHANNEL 5 WHIZ IS AL MASINI, YOUR PETRYMAN IN NEW YORK

A—*One hour—the alarm will ring an hour after you set it.*

A—WNEM-TV news programs nose out all competition, with the "Top Of The News", Mondays through Fridays, at 6 p.m., attracting 124% more TV viewers than the area's other two newscasts combined. (Neilsen, Nov., 1960)

A—*All of the other months have at least thirty days.*

A—Channel 5 washes away all competition with a high of 87,900 viewing families on Saturday nights. (ARB, Nov., 1960)

A—*Channel 5 outstrips all competition in the 7—7:30 p.m., segment, Monday through Friday, by delivering a high of 82,000 viewing families (ARB, Nov., 1960)*

NBC CHANNEL 5 First Station

WNEM-TV

serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION—
ALL WAYS!

of the figures required would be subject to a wide variety of interpretations, some erroneous; (4) many of the figures required would be extremely confidential with a risk of disclosure.

Furthermore, NAB said, the commission's statutory mandate states it should require submission only of information needed to perform its function and that the proposal calls for a great deal of unnecessary and burdensome details.

NAB recommended that the FCC withdraw the proposed rule as not in the public interest, require licensees to submit additional financial data only where need has been shown in individual cases or issue a supplemental proposed rule "setting forth the purpose, use and relevancy of the information contained in each schedule of the proposed rule."

Other Complainants ▪ Miller & Schroeder, Washington attorneys, opposed the rule for its greater cost to taxpayers as well as broadcasters, questioned its usefulness to the commission and the FCC's authority to demand such information. It also criticized duplication in several of the reports which would be imposed upon broadcasters. A copy of the M&S comments on behalf of several clients was directed to the U. S. Budget Bureau, which has often issued directives against duplication of forms.

Some broadcasters charged the proposed Form 324 is a step backward—to the old form which existed before 1952 and which more closely resembles the cumbersome proposed form.

General Electric objected to the proposal mainly "on principle," pointing out that a large, publicly-owned company already is required to file much of the information with other government agencies such as the SEC, IRS, and others.

The National Assn. of Educational Broadcasters said the form would impose a great bookkeeping task on noncommercial stations; that since no benefit has been demonstrated, educational stations should be exempted.

Biggest Objection ▪ Most broadcasters objected to Schedule 8 which would require listing of officers and stockholders, their salaries and holdings. Networks said a compilation of all stockholder lists would be a monumental task. Meredith Broadcasting Co. said a manager who holds no stock in a station and who might be drawing a salary of $100,000 a year would be unlisted, while listing would be required for a minor official owning one share of stock.

Broadcast salesmen, though not filing their comments with the commission, were known to be opposed to changes in listing of sources of income on the grounds that this would short-change spot tv and radio placed directly with the station without the service of an agency. The commission proposes to ask stations only for figures on spot business on which they paid a commission. Excluded would be national spot business upon which no commission was paid—with an explanation of this fact to be included in FCC year-end reports on station billing, a commission spokesman said.

Triangle Stations and others objected to the schedule of the new rule which would inquire into licensee sources of non-broadcast revenue. Triangle said this is an unwarranted invasion of broadcasters' privacy.

One broadcaster said that extra time used in preparing the extensive new form could be used better by stations in preparing "public service programming."

Murrow takes most of his heart to USIA

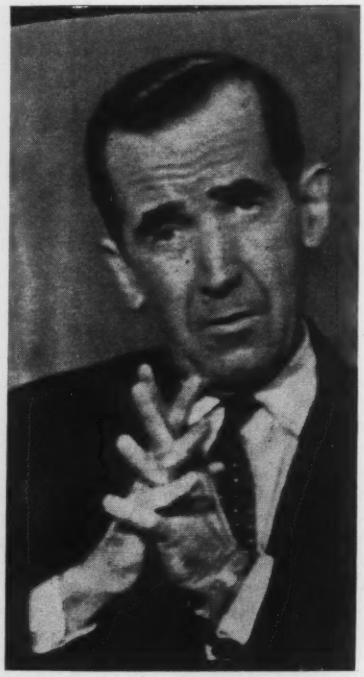
Edward R. Murrow bade goodbye Jan. 31 to CBS Inc. and the network's affiliates via closed circuit. His selection to become director of U. S. Information Agency becomes official upon Senate confirmation, but already he is getting acquainted with one of Washington's tougher jobs.

Ed Murrow found his farewell an emotional experience. "Some part of my heart will stay with CBS," he said. For 25 years he had been reporter and commentator in the thick of historic events.

Frank Stanton, CBS president, sent Mr. Murrow this message: "The President's announcement of your appointment as director of USIA is good news indeed for the American people and the free world. But we at CBS shall miss you. All of us wish you well."

Mr. Murrow generously praised his CBS colleagues in his farewell to the network. "I have the feeling that I am about to be exposed, and I don't mean when I go before the Senate committee for confirmation, but exposed rather because for many years I have received credit for what other people have done, and you will see, as *CBS Reports* continues, that there is in this CBS organization a crew—most of them you know already, Smith, Collingwood, Cronkite, and all the rest—who will do a much better job than ever I did."

Sen. John O. Pastore (D-R.I.) said



Mr. Murrow will be asked to testify on the Sec. 315 equal-time legislation in March when permanent suspension of the clause will be discussed by a Commerce subcommittee. It was indicated a Murrow criticism of the presidential campaign debates might be reviewed at that time. The full Commerce committee hasn't set a date for his confirmation hearing.

Mr. Murrow's selection for the important USIA directorship was announced at the White House last week (CLOSED CIRCUIT, Jan. 30), but formal nomination had not reached Capitol Hill late in the week. However, he worked at the USIA office last week. In an unusual step President Kennedy included Mr. Murrow in the Feb. 1 meeting of the top-level National Security Council. This was construed as recognition of the importance the President attaches to USIA and its director-designate.

Mr. Murrow gave up an income estimated as high as $200,000 a year to assume the post. He served as director of the CBS foreign news organization from 1937 to 1946, rising to world-wide fame with his radio broadcasts during World War II. Mr. Murrow had been working recently on several *CBS Reports* programs which have not yet been aired.

Landis speeches say nothing new on FCC

A soft spoken and reasonable James M. Landis, special assistant on regulatory agencies to President Kennedy, made two speeches in Washington last week. And in both he engaged in no controversy.

Mr. Landis, former Harvard Law School dean and former chairman of the Securities & Exchange Commission and the Civil Aeronautics Board—and former member of the Federal Trade Commission—spoke to the Federal Bar Assn. on Tuesday and to the Advertising Federation of America, Wednesday.

In both instances he repeated much of what he had already said (BROADCASTING, Jan. 23, Jan. 2).

In his speech to the federal lawyers, Mr. Landis referred to the need for either new frequencies or a new means of communication. "In the field of communications, the emergence of a host of new nations threatens the continued use of those frequencies that we have been accustomed to using," he said.

In television, he added, "we still have to find an economic viability for the uhf band."

Regulatory agencies, he told his advertising audience, should be considered "promotional" agencies. This is because many of them, he said, subsidize important segments of the American economy (aviation, shipping); others are required to promote the use of telecommunications all over the world (FCC). Government agencies help promote private enterprise, Mr. Landis stated, because they work to retard deception, fraud, monopoly and unfair trade practices. They permit individual forces in this country to do their best, he added.

No Censorship ▪ Mr. Landis counted as a gain the FCC's determination to review the activities of licensees at renewal time.

"If these licenses were originally granted to them upon their representation of their proposed program content," he said, "their ability to live up to these promises bears some relationship to their privilege to keep a frequency that others are aspiring to . . ."

"This is not a suggestion of censorship," he added, "but simply a determination between competing licensees as to which one should in the public interest be granted a frequency that can only be utilized by one."

A new and different approach to administrative procedures was suggested by Mr. Landis to both audiences. "Too much effort has been made," he said, "to try and handle every problem by bureaucratic means. We must find other ways . . . not everything must be set for hearing, with lawyers cross examining and the slow processes of the law followed faithfully."

There must, he emphasized, be more and more delegation of authority.

Mr. Landis said in both speeches that he is not planning to recommend the establishment of a "ministry" on transportation, energy or communications in the cabinet. The first attempt must be to try and overcome the "fragmentation" of regulatory powers by persuading and coordinating.

He also said that he hoped that the government could borrow personnel from industry to help study the various agencies. This is the task force idea he expressed last month (BROADCASTING, Jan. 23).

FCC has no censorship intent, just a determination to see that licenses live up to their programming responsibilities, Mr. Landis told the federal lawyers and the AFA delegates last week.

Mickelson terms tv a political 'tool'

SAYS INFLUENCE LIMITED IN 'SUBSTANCE' OF CAMPAIGN

The odds are in favor of more "debates" by presidential candidates in 1964. Yet, in spite of an "enormous" influence wielded increasingly by television in the democratic process, tv remains a "tool" and could never affect the substance (men, their ideas, personalities, abilities) of democracy.

This is the view of one of the network executives who helped negotiate the ground rules for the historic Kennedy-Nixon debates of 1960, taken from a speech prepared for delivery tonight (Feb. 6). The speech is by Sig Mickelson and by coincidence it comes on the heels of his resignation last week as president of CBS News (see page 48).

In his address before a dinner meeting of a U. of Texas conference on mass media in a democratic society, being held in Austin, Mr. Mickelson planned to sum up tv's effect on the political campaign and tackle some notions about television that he believes to be exaggerations.

These last include a belief that through tv's influence campaigns can be shortened, conventions held later, candidates' appearances limited to a few major television addresses and "the whole political process . . . streamlined." In fact, all these are governed by traditional political considerations and not by television, Mr. Mickelson believes. He cites air miles logged by the candidates last year as evidence that tv "has cut neither the length of the campaign nor the mileage traveled —or, for that matter, the number of hands shaken."

Tv has been "the fact" prompting changes limiting speeches and demonstrations, Mr. Mickelson acknowledges, but as for further program paring "no one has found a way as yet to circumvent the four-day guarantee to the host city, nor has there been a way to eliminate the rewarding of party leaders by giving them national exposure on television, or similarly to accommodate congressmen and senators who are in danger of losing their seats in the upcoming election."

Audience Interest ▪ To complaints charging "over-coverage" of politics by tv, Mr. Mickelson answers with these figures: more than 100 million watched an average 16 hours in 1960, compared with about 81 million for 16½ hours in 1956, a year that in its turn doubled the audiences of 1952. CBS newscasts allotted about 20% of their time to news of the two major

parties betwen Sept. 1 and Nov. 7 last year, Mr. Mickelson points out.

If Congress will modify Sec. 315's equal-time requirements he thinks it's a "safe guess" that debates in one form or another will become the cornerstone of future campaigns. He quotes a "general feeling in the inner circles of both parties" and informal indications from President Kennedy's staff members that he will participate in at least two face-to-face broadcasts with his opponent. In addition, the President said last week he would be willing to meet his opponent on tv four years from now.

Mr. Mickelson called President Kennedy's institution of live news conferences a "a profound and enormously meaningful step forward in harnessing the almost infinite power of broadcasting to the purposes of government in the manner of a free and democratic state, which is dedicated to the principle of freedom of the press."

Examiner asks strings on translator grants

A "gentleman's agreement" under which tv retail dealers and repairmen would not sell or service any uhf sets to anyone who didn't subscribe to a certain tv translator service was frowned upon by FCC Hearing Examiner Annie Neal Huntting last week. She recommended reconsideration of 1960 grants for two tv translator stations to the extent of requiring cancellation of the verbal agreements.

The commission's original grant, without hearing, of two new tv translators to J. R. Karban, Rhinelander, Wis., in July 1960 was protested by Rhinelander Television Cable Co. The latter asked the FCC to explore the legality of Mr. Karban's alleged agreement with 9 of the 11 tv dealers and repair shops in the city whereby they would refuse to give service or sell to any but Karban subscribers.

Rhinelander failed to appear at a Sept. 20, 1960, hearing and was held in default. But FCC investigation turned up the agreement in question.

Mr. Karban testified the reason he had set up the covenant was to prevent people in the area from "freeloading" on his translator system. His charge for the service was $10 per year and $30 for lease of a converter.

Mr. Karban also testified that he consulted a lawyer before entering into the agreement and was told it was legitimate. He said he would be willing to cease or modify it in any way the commission desires.

Miss Huntting, in her decision, said she was impressed with Mr. Karban's apparent sincerity and recommended that the translators be granted him on condition he cancel the restrictive agreement with tv merchants.

'Untouchables' upsets Italian congressmen

The threat of picketing against ABC by Italian-Americans because of the nationality of the "heroes" of *The Untouchables* of diminished last week following a meeting between two ABC officials and Rep. Alfred E. Santangelo (D-N. Y.) and colleagues in Washington last week.

Mr. Santangelo met with Thomas W. Moore, ABC programming vice president, and Alfred Schneider, ABC vice president for administration. The New York congressman charged that the use of Italian-named gangsters on the program depicting the racket-ridden 1920s defamed all Italian Americans. He also questioned the use of the documentary approach on the program which gave viewers the idea that the action was reenacted from real life.

The ABC officials explained that the network had taken steps some months ago to minimize the use of Italian names, and that some weeks ago it had begun labeling the program as "based on fact" but with dramatic, fictional license taken.

ABC insisted, however, that it retains the right to judge whether or not any defamation is involved in any program on its network. This Mr. Santangelo and his colleagues agreed was ABC's right; they denied any attempt at censorship.

Sitting in with Messrs. Santangelo, Moore and Schneider were Reps. Peter W. Rodino Jr. (D-N. J.), Victor L. Anfuso (D-N. Y.) and Joseph P. Addabbo (D-N. Y.).

Mr. Santangelo said that a report of last week's meeting would be submitted to the board of governors of the Italian-American Democratic Organizations of New York Feb. 13. At this time the board will determine whether or not to sanction a picket line against WABC-TV New York and to institute a boycott of Liggett-Myers Tobacco Co., a sponsor of the *Untouchables* program. If approved the picketing will take place March 9, Amerigo Vespucci Day.

Bennett Still Fighting ▪ Meanwhile, James V. Bennett, federal prison director, said last week he is preparing a formal complaint to the FCC against nine tv stations for showing the segments of the *Untouchables* dealing with the transfer of ganster Al Capone from Leavenworth to Alcatraz (BROADCASTING, Jan. 16). The episodes showed

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71% SHARE OF AUDIENCE

According to November 1960 ARB we average 71% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Containerboard and Kraft Paper Division of Continental Can Company, Hodge, Louisiana.

on top of the news

Paul Williams
for Manufacturers National Bank and Bristol-Myers

Chet Huntley and David Brinkley
for Texaco, Inc.

Dick Westerkamp
for National Bank of Detroit

in DETROIT

Just as the world watches Detroit, most Detroit-area viewers watch the world on WWJ-TV's complete, high-rated newscasts. Here's the vast audience the city's largest broadcast news department and NBC's award-winning reporters attract.*

On an average week night . . .

Paul Williams—6:30.....308,500 viewers

Huntley-Brinkley—6:45.....390,500 viewers

Dick Westerkamp—11:00.....397,200 viewers

PREFERRED FOR THE INAUGURATION, TOO!

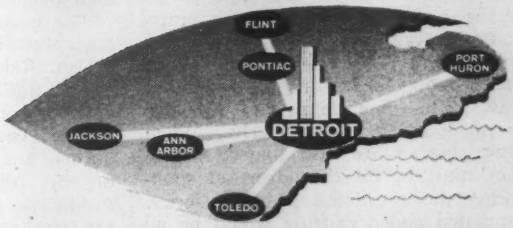
A three-hour survey by the American Research Bureau (taken when three Detroit stations carried the Inauguration ceremonies) revealed the following share of audience:

WWJ-TV.....63%	**Station C.....8%**
Station B.....27%	**Other.....2%**

*Source: ARB, Detroit, December, 1960

Detroit, Channel 4 • NBC Television Network

WWJ-TV



NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
Associate AM-FM Station WWJ
Owned and Operated by The Detroit News

federal prison guards collaborating in a fictional attempt to release Capone. He said the complaint will also ask for a formal hearing on the subject.

Mr. Bennett said he was still hoping to see Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, concerning the ABC program. ABC scheduled a screening of the first part of the two-part Capone program for Mr. Bennett and his associates on Friday, Feb. 3.

UPI asks 25 kc band for special coverage

United Press International filed with the FCC last week a counterproposal to an FCC rulemaking proposal, asking that 25 kc of noncommercial radio frequency be assigned exclusively to that news service for special coverage anywhere in the United States.

The original FCC proposal called for assignment of 161.625-161.650 mc to remote broadcast pickup and mobile stations. UPI asked that it be assigned to industrial radio service for UPI only. If other news services require space for similar purposes, new rulemaking is indicated, UPI suggested. UPI also felt a substantial number of frequencies have been assigned to remote broadcast pickup and mobile stations.

UPI stated it could use the special radio band to report on disasters, emergencies and special events from the scene without dependence on fixed communications such as telephone and telegraph lines.

On certain occasions UPI has been granted temporary authority for such use of special radio bands and the results were successful, UPI being enabled to speed news to subscribing newspapers and broadcast stations, the news service said.

WTOP-TV hopes to follow its audience in summer

WTOP-TV Washington plans to carry its signal to regular viewers accustomed to leaving the Nation's Capitol for long weekends at a favorite Atlantic Coast beach resort.

The station, owned by the *Washington Post,* has asked the FCC to authorize construction of three translator stations designed to repeat its programming in Lewes-Rehoboth Beach, Del.

In its application, WTOP-TV listed the Rehoboth Beach population as 1,400 and made no mention of the additional thousands who inhabit the resort area during the summer.

PROGRAMMING

PACT UPS FILM COST $1,600

Producers-craft unions agreement takes effect, adds 4% to overall cost of half-hour tv film

The new contract by film producers with the unions responsible for the below-the-line operations will add about $1,600 to the cost of the average half-hour tv film, according to some rapid estimates made last week following agreement on terms reached Monday (Jan. 30), which also was the expiration date of the old agreement. The new contract, which runs for four years, went into effect the following day, Jan. 31.

Varying below-the-line costs may run the increase to above $2,000 for some half-hour programs, but the average should be about $1,600, according to one representative of the producers' group. He explained that the figure derives from a 10% increase in wages and another 3% in fringe benefits, together adding 13% to the $12,000-$13,000 below-the-line costs of the average half-hour film.

Since the overall cost of the films averages $40,000 or better per program, the increased fees to the 23 IATSE unions and the six basic crafts unions covered in the new contract will add only 4% to the overall cost of the program. Or, to put it another way, 25 half-hour fiilms now will cost as much as 26 did formerly. When time charges are also figured in, as they must be for the advertiser sponsoring the tv filmed program series, estimated added expense would be no more than the cost of one program in a 39-installment series. And the producers were quick to point out that, despite the increase in below-the-line program costs here and the rise in above-the-line costs resulting from new contracts with actors, writers and directors negotiated last year, the cost of program production has not risen nearly as fast as the cost of time.

Movie Rights ▪ Like the actors, directors and writers, the craft union members won a share in the proceeds of the sale to free television of theatrical motion pictures made after Jan. 31, 1960. Pay tv is considered to be the same as showing in theatres. The craft unions will receive 9% of the tv revenue (producers' sales price minus a charge for distribution costs), compared to 6% for the actors and 2% each for writers and directors. The tv money will be paid into the industry pension and health and welfare funds. The craft unions' 9% represents a comedown of more than 50% from the original demands of IATSE President Richard Walsh for double the total obtained by the three guilds.

The major terms of the new agreement were announced Tuesday by Mr. Walsh; Ralph Clare, chairman of the basic crafts' negotiating committee; Charles Boren, executive vice president of the Assn. of Motion Picture Producers, and Richard Jencks, president of the Alliance of Television Film Producers. Basically, they are the same for workers in all film production, regardless of whether the product is to be shown in theatres or in the homes via television. This parity represents a gain for the tv film makers in some respects, since in the early days of tv films a decade or more ago, some companies had paid overscale wages to attract workers from theatrical motion pictures. These differences had persisted in contracts negotiated independently by ATFP before the beginning of joint ATFP-AMPP negotiations.

Other Points ▪ In addition to the tv royalties, the major points of the new contract are:

▪ A 10% increase in wage rates for the first two years of the contract and an additional 5% for the second two years. (The original demand had been for 25%.)

▪ Payment by employers of eight

Kuklapolitans return

Kukla and Ollie are back. Although Fran Allison isn't with them, Kukla and Ollie and their other friends were knocking on agency doors in Chicago last week looking for national sponsorship of their new five-minute Monday-through-Friday video tape series of 195 original Kuklapolitan capers. Creator Burr Tillstrom late Thursday announced that his new firm, Kuklapolitan Productions, is taping the shows at Tele-Tape Productions. Initial programs were made a few days ago in New York. The show runs three minutes and ten seconds, allowing opening and closing billboards and a one-minute commercial insert. The puppets were on NBC-TV for ten years, retired in 1957. Several of the original crew at NBC are associated in the new venture. Jory Nodlan is executive producer.

MAIN STREET

speaks!

Hometown ACCEPTANCE and BELIEVABILITY for a SINGLE-MARKET station 5 years old!

In a SPECIAL ELECTION, Ottumwa voters were asked, "Do you want four other channels wired into Ottumwa, Iowa?"

1,250 answered "Yes"*

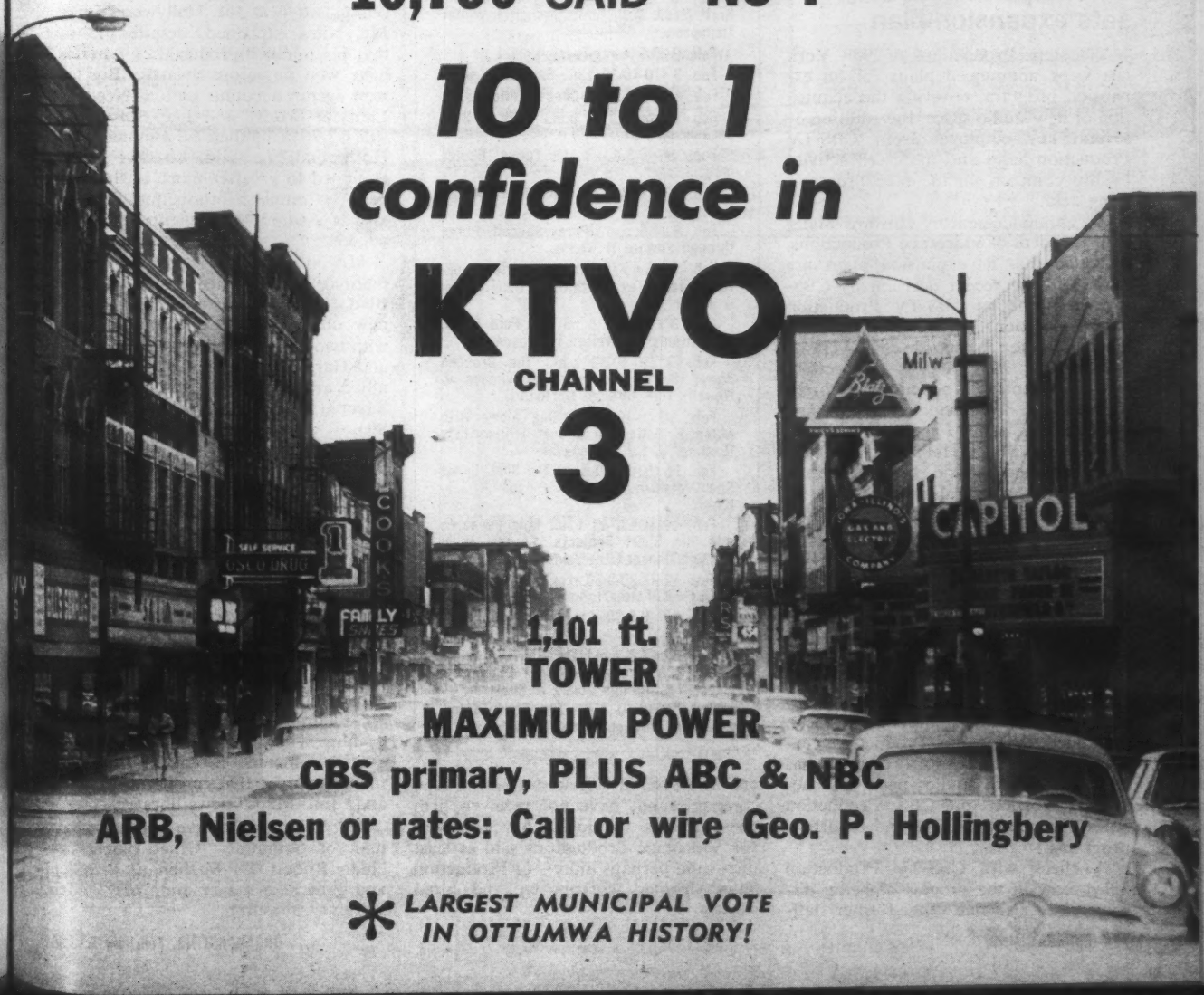
10,750 SAID "NO"!

10 to 1 confidence in

KTVO

CHANNEL

3



1,101 ft. TOWER

MAXIMUM POWER

CBS primary, PLUS ABC & NBC

ARB, Nielsen or rates: Call or wire Geo. P. Hollingbery

* *LARGEST MUNICIPAL VOTE IN OTTUMWA HISTORY!*

cents an hour per worker into the industry health and welfare fund to provide coverage for dependents of employes to 80% of the employes' own benefits.

▪ Increase of employer payments into the industry pension plan from eight cents to 12 cents an hour and employe payments increased from five cents to seven cents an hour.

▪ An assortment of other pension benefits, including an agreement to recommend to the trustees of the industry plan that the monthly pension payments be upped from the present $95 a month to $120, a provision for partial pension payments at retirement age to employes who at 35 have worked in the industry 10 qualified years and a $500 insurance provision to cover retirees.

▪ A change in overtime fees so that double time starts after 12 hours, instead of 2½ times after 14 hours, and improved vacation and severance pay provisions.

Videotape Productions sets expansion plan

Videotape Productions of New York last week announced plans for an expansion program, covering the acquisition of new studio space, the addition of several key employes from CBS-TV Production Sales and increased activity by the company in the tape programming field.

An announcement by Howard Meighan, president of Videotape Productions, indicated that its expansion plans are related to the recent decision by CBS-TV to scuttle its CBS-TV Production Sales operation, which specialized in tape production for outside clients (LEAD STORY, Jan. 23). In this connection, he said, Videotape Productions has hired three of CBS-TV Production's Sales' key craftsmen—Charles Fagan, a producer-salesman; William Hallahan, a writer-producer-director, and Louis Tedesco, a director who will also be available to agencies as a consultant. In addition, three secretaries from CBS Production Sales also have been hired by Videotape.

Mr. Meighan said Videotape Productions to date has concentrated on tape commercials production, but pointed out that in the future the company aims to become more active in the production of taped television programs and industrial presentations. To accommodate this projected additional business, he added, Videotape Productions expects to announce shortly that it has leased additional studio space. (A substantial portion of CBS Production Sales' business was in tv and industrial programs.)

A check with CBS-TV Production Sales, now in the process of being dissolved, revealed that other former staffers have been interviewed by other tape companies but have not received firm commitments for jobs. A spokesman for Videotape Productions said at least one—and perhaps more—of Production Sales' former workers will be hired shortly.

COLOR AS IN

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Feb. 6-10, 13-15 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Feb. 6-10, 13-15 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Feb. 6-10, 13-15 (10:30-11 a.m.) **Play Your Hunch**, part.

Feb. 6-10, 13-15 (11-11:30 a.m.) **The Price Is Right**, part.

Feb. 6-10, 13-15 (12:30-12:55 p.m.) **It Could Be You**, part.

Feb. 6-10, 13-15 (2-2:30 p.m.) **The Jan Murray Show**, part.

Feb. 6-9, 13-15 (11:15 p.m.-1 a.m.) **The Jack Paar Show**, part.

Feb. 7 (7:30-9 p.m.) **The Hallmark Hall of Fame**, Hallmark through Foote, Cone & Belding.

Feb. 7 (10-11 p.m.) **Story of Love**, Whitman Chocolates through N. W. Ayer.

Feb. 8, 15 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel).

Feb. 8, 15 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

Feb. 9 (7-9 a.m.) **Today**, part.

Feb. 9 (10-10:30 a.m.) **Say When**, part.

Feb. 9 (11:30-noon) **Concentration**, part.

Feb. 9 (noon-12:30 p.m.) **Truth or Consequences**, part.

Feb. 9 (3-3:30 p.m.) **Young Doctor Malone**, part.

Feb. 9 (3:30-4 p.m.) **From These Roots**, part.

Feb. 9 (4-5 p.m.) **Purex Special**, Purex through Edward H. Weiss.

Feb. 9 (6:45-7) **Texaco Huntley-Brinkley Report**, Texaco through Cunningham & Walsh.

Feb. 9 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

Feb. 9 (10-10:30 p.m.) **The Groucho Show**, P. Lorillard through Lennen & Newell; Toni through North Adv.

Feb. 10 (9-10 p.m.) **Sing Along With Mitch**, P. Ballantine through William Esty (Eastern U. S.; and co-op).

Feb. 11 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

Feb. 11 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, General Mills through Dancer-Fitzgerald-Sample.

Feb. 11 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

Feb. 12 (6-6:30 p.m.) **Meet the Press**, co-op.

Feb. 12 (7-8 p.m.) **The Shirley Temple Show**, RCA through J. Walter Thompson, Beech-Nut through Young & Rubicam.

Feb. 12 (9-10 p.m.) **The Chevy Show**, Chevrolet through Campbell-Ewald.

Chicago film firm opens Hollywood lot

Most successful film companies start in Hollywood and expand elsewhere. But Fred A. Niles Productions, Chicago, which started with $5,000 capital in 1955 and now grosses $3 million (50% in tv), is doing it the other way around.

Offices have been leased by Niles on the California lot in Hollywood (formerly the Gross-Krasne lot). Niles expects this new "communication center" will add another $500,000 in billings this year and equal the firm's present midwest gross within possibly three years, President Fred A. Niles said Tuesday. Full tv commercial production facilities will be offered advertisers on the West Coast as well as at present Chicago studios. The firm also expects to expand its non-tv business, including ventures in feature movies.

Despite highly successful midwest growth, why did Niles open the new west coast facility? "It's constant uphill selling" to beat the Hollywood image, Mr. Niles explained, despite the fact that his midwest-produced commercials have won numerous awards. Big midwest agency accounts such as Needham, Louis & Brorby and Leo Burnett Co. still do 70% of their tv commercials in Hollywood, he said, so "we're now equipped to go after more of that business." Complete production flexibility also is assured Niles clients, Mr. Niles added.

Mr. Niles said his firm's present animation service office at 5539 Sunset Blvd., Hollywood, is being moved to the new office at the California lot along with two executives there, Lionel Grover and Harry Holt. Joining the new Niles office are Edwin T. Morgan and Jack Silver (see FATES & FORTUNES, page 80).

Ullman buys into Soundrac

Richard H. Ullman, formerly president of the Buffalo radio-tv syndication company bearing his name, has acquired what he describes as "a substantial interest" in Soundrac Productions Inc., Hollywood, Fla.

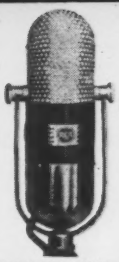
He continues as a consultant with Richard H. Ullman Inc., which was recently sold to the Peter Frank Organization, Hollywood, Calif.

Soundrac Productions specializes in tv film syndication; its animated productions include Colonel Bleep cartoons, station IDs, program openings and "Info-Maps" news library.

Mr. Ullman will serve as board chairman of Soundrac. Other officers include Robert D. Buchanan, president and general manager and Jack Schleh, secretary-treasurer.

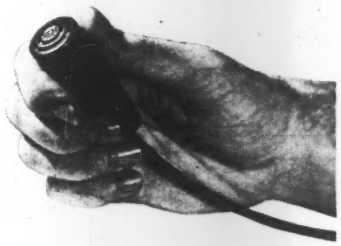
MICROPHONES
– a type for every requirement

Check your microphone requirements, today. Do you have one for each purpose — remotes, announce, interviews, boom, general purpose? Use the handy order coupon to order any microphones you need.



FINEST QUALITY MICROPHONE

Standard microphone of the industry, the RCA 77-DX offers full range frequency response with a choice of three pickup patterns. Available in a satin chrome finish for radio and a low gloss gray for TV, it will offer years of rugged dependable service. (Less Base) **$180**



PERSONAL MICROPHONE
Ideal for Remotes

Wherever a small inconspicuous microphone is needed the BK-6B can be used. This 2.3 ounce unit offers excellent reproduction for every speech application both in the studio and in the field. **$82.50**

HIGH-FIDELITY UTILITY MICROPHONES

General purpose BK-11A microphone is the modern version of the very famous 44-BX. It is ideal for every studio use, especially live music pickup. The BK-11A is an economical high performance unit designed for years of rugged service. **$125**

Base, shown **$7.75**

NOISE-REDUCING BOOM MICROPHONE

Here is the highly directional BK-5A microphone for TV boom use. Its pickup pattern effectively reduces noise while offering full range highest quality pickup of the desired source. The BK-5A is also an excellent choice for control room use. (Less Mounting) **$165**

Boom Mount, shown **$30.25** Desk Mount **$9.85**

COMMENTATOR MICROPHONE

The BK-1A is a fine microphone for interviews, panel shows, and all general announce work. Its rugged construction and insensitivity to wind and mechanical vibration make the BK-1A ideal for outdoor remotes. **$75**

Base, shown **$7.75**

ORDER NOW BY MAIL!

Order any of these five microphones for prompt delivery. Send check or money order with your order and microphones will be shipped prepaid. Mail your order to RCA, Audio Sales, Broadcast and Television Equipment Division, Building 15-6, Camden, N.J. Use coupon below.

RCA The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

RCA, Audio Sales, Broadcast and Television Equipment Division, Dept. R-22
Building 15-6, Camden, N.J.

Please send the units checked. Check enclosed ☐

☐ 77-DX ☐ BK-6B ☐ BK-11A Base ☐ BK-1A Base ☐ BK-5A ☐ Desk Mount ☐ Boom Mount

Send to_____

Address_____

City_____ Zone_____ State_____

Enclose remittance with order and save shipping charges.

(Prices subject to change without notice.)

CBS DOES ABOUT FACE

Okays showing of Soviet spy yarn on 'Circle Theatre'

In a sudden reversal, CBS-TV late Thursday (Feb. 2) approved an *Armstrong Circle Theatre* presentation about Soviet spy activities in the U. S., after creating a small furore by cancelling it earlier in the week. The episode will be seen Feb. 15 (Wed., 10-11 p.m. EST), the series' next regularly scheduled time.

Clearance was given by five top CBS-TV executives after they screened the *Circle Theatre* episode entitled "The Spy Next Door," which had been videotaped the day before. The network gave no explanation of the policy change other than it now found the script acceptable. Making the decision were Oscar Katz, vp, network programs; Joseph Ream, vp, network practices; William B. Lodge, vp, affiliate and engineering relations; Thomas Fisher, vp, and general attorney, and John P. Cowden, vp, information services.

The network canceled the episode, scheduled for showing Wednesday (Feb. 1, 10-11 p.m., EST) on the bi-weekly series, and substituted a re-run about a deaf girl, "The Zone of Silence," first televised in 1959. Despite the cancellation, the producers of the series, Talent Assoc., video-taped "The Spy Next Door" on Wednesday (Feb. 1), in the same 10-11 p.m. time slot it was to be televised. Producer Robert Costello said he hoped the episode will be shown sometime in the future.

CBS, who had maintained a strict silence with respect to the incident at first, released a tersely worded statement on Wednesday that claimed it was solely on its own and not influenced by the executive branch of the government in making its unorthodox move.

Max Banzhof, vice president, advertising and public relations, of the Armstrong Cork Co., Lancaster, Pa., expressed "regret" at the network's action and claimed CBS felt the show, "was not in keeping with what the Executive branch (the new administration in Washington) is trying to do at the moment—convey a softer line toward Russia."

The $55-60,000 production costs for the taping of the seven-character play was assumed by the Armstrong Cork Corp., with the company's agency, BBDO, picking up Talent Assoc. and acting costs.

Really colorful

The flaming peacock will dominate NBC-TV's programming on Feb. 9, when 18 of the network's 20 programs for the day will be broadcast in color. Starting with *Continental Classroom* at 6 a.m., EST, the colorcasts will range through 12½ of the 14 hours of network presentations—an industry high. Altogether, compatible color will be extended to 10 network shows normally seen in black-and-white.

SAG to vote on new pact

Covering non-theatricals

After winning new contracts for tv entertainment programs, theatrical films and tv commercials last year, the Screen Actors Guild is holding a mail referendum of its membership, asking approval of a fourth contract negotiated during 1960 covering employment of actors in non-theatrical educational and industrial films.

Two-year contract, retroactive to July 21, 1960, and terminating July 20, 1962, calls for a raise in day player minimum from $80 to $85, effective July 21, 1960, and to $90 on July 21, 1961. Weekly freelance rate increases on the same dates from $300 to $318.75 and then to $337.50. Players also won additional compensation for restricted tv and theatrical use of the educational or industrial films and an added 5% of gross compensation from producers, starting Jan. 1, 1961, for the pension and health and welfare plans up to $25,000 per actor per picture.

WGN-TV buys post-48s

Another major sale of the post-'48 package of 40 Warner Bros. feature films was made last week by Seven Arts Associated Corp. to WGN-TV Chicago for nearly $20,000 per picture for seven years of unlimited use (except for four John Wayne pictures, whose tv rights presently run only a couple years but are being renegotiated by Seven Arts). Of the films, 25 will be telecast in color by WGN-TV.

A fortnight ago the new package marked a reported all-time high sale of $1 million to WOR-TV New York ($25,000 per picture). The asking price in Chicago originally was $25,000 each, but the price subsequently dropped to $20,000 before the WGN-TV sale was made at an undisclosed price below that.

The Chicago transaction was announced by Ward I. Quaal, vice president and general manager of WGN-TV, and Robert Rich, vice president and general sales manager of Seven Arts. The most recent film in the package is "The Prince and the Showgirl" (1957) with Marilyn Monroe and Laurence Olivier. The Wayne films include "Blood Alley," "The High and the Mighty," "Hondo" and "Island in the Sky."

Film sales...

Boxoffice 26 (United Artists Assoc.): Sold to stations in Chicago; Evansville, Ind., and Albuquerque, N. M. Now in almost 60 markets.

Big Time Wrestling (Barnett-Doyle): Sold to WJIM-TV Lansing, Mich.

The National Football League (NFL) Presents (Independent Television Corp.): Sold to WPIX (TV) New York; WBBM-TV Chicago; WMAR-TV Baltimore; WXYZ-TV Detroit; WTTV (TV) Indianapolis; WCCO-TV Minneapolis; WPST-TV Miami; KLZ-TV Denver; WBRC-TV Birmingham; WFLA-TV Tampa, and WJIM-TV Lansing. Now in 38 markets.

10 Special Features (Seven Arts Assoc.): Sold to CKLW-TV Windsor-Detroit.

Films of the '50's (Seven Arts Assoc.): Sold to KSYD-TV Wichita Falls, Tex., and WSOC-TV Charlotte, N. C.

The American Civil War (Trans-Lux Television): Sold to the entire Armed Forces TV Network.

Program notes...

JFK profile ▪ A tv profile of President Kennedy and the members of both his personal and administrative families will be presented on NBC-TV on Feb. 28 (Tues., 10-11 p.m. EST). Entitled *JFK—Report No. 1*, the program will concentrate on the impact of the new President on the country in the first 40 days of his administration. It will be the first of a series of "JFK" reports, all to be narrated by Frank McGee and employing the services of several other NBC correspondents.

Long pilot ▪ The pilot of MGM-TV's *Father of the Bride*, completed last week, is an hour long instead of the usual 30 minutes and includes 12 vignettes taken from 25 episodes as well as one complete half-hour installment of the 26-program series. Katherine and Dale Eunson wrote the pilot presentation and will also write a minimum of 13 of the 26 scripts. They have done story outlines on all 26. The pilot was directed by Anton Leader, produced by Rudy Abel, with Robert Maxwell as executive producer.

The big fight ▪ United Artists Corp., N. Y., has acquired the motion picture rights of the Floyd Patterson-Ingemar Johansson heavyweight title bout on March 13. UA also distributed films of the first two Patterson-Johansson matches to theaters throughout the country. The price of the rights was not disclosed.

Dear American Airlines:
Your passenger service reflects outstanding selection of personnel. The neat and efficient young ladies in front of the counters are a credit to a company who cares about the customer
M. J. McDonough

UNSOLICITED IN-FLIGHT LETTER FROM M. J. MC DONOUGH EQUIPMENT SALES DIVISION, AMERICAN CAN CO.

Our Passenger Service Representatives, Mr. McDonough, are another reason why American Airlines is the *first choice of experienced travelers*. They are "goodwill ambassadors"; experts to the tips of their prim white gloves, roving information specialists who smooth your journeys with a smile.

AMERICAN AIRLINES
America's Leading Airline

Should stations cover national events?

TEST PROVES LOCAL INTEREST INTERVIEWS WIN VIEWERS, SPONSORS

Must major national political events remain the exclusive domain of the network news operation?

Corinthian Broadcasting Corp.'s successful coverage formula as applied both to the 1960 conventions and the Inauguration has shown the answer is "no." It may have opened a new era in localized television journalism, which can be a pattern for individual stations or groups of associated outlets.

"Traditionally, there has been a gap between the major scheduled national political event and the regional and/or special interests of tv viewers in their varied home markets," says C. Wrede Petersmeyer, president of Corinthian. "Since the networks invariably give exhaustive coverage to national news events, the independent local tv stations may not have felt in the past that they could make journalistic contributions by covering the same events. At Corinthian, we felt that there was an important localized story in each of these instances. It is this story—the vital link between the national event and the local market and state—which our five stations set out to cover."

To do this job, the five Corinthian tv stations (KXTV Sacramento, WISH-TV Indianapolis, WANE-TV Ft. Wayne, KHOU-TV Houston, KOTV Tulsa) sent their own news teams to the convention cities and to Washington for the inaugural week coverage with a specific assignment to carry out:

At the conventions, each station's news team covered its own state's delegation, its views and reactions to the candidates, to the party platform as it was being shaped, to the key issues as they emerged. When national personalities and political leaders were interviewed, each station's newscaster guided the conversation to cover the problems of greatest interest to his own home market.

Different ▪ Corinthian's inaugural week project differed drastically from the networks' coverage. Since each of the stations is affiliated with CBS-TV, none covered the inauguration itself nor the Inaugural Ball, which its viewers were able to see in their station's network-option time.

During the week preceding the inauguration, each station's news team covered the Washington scene through interviews with senators, governors, and congressmen from their own states, filming their views in varied-length programming segments which then were shown on existing and specially-scheduled local shows.

What is the impact and pay-off of such coverage propects?

▪ Added viewer excitement about the station's programming, and an enriched picture of a historic national event.

▪ Enhanced prestige for the station news operation through its close association with a major political event previously the exclusive domain of the network.

▪ An advertiser package offering prestige association with a national event carrying built-in audience interest, along with strong local identification. Furthermore, the advertiser has the benefit of the total circulation of the station through exposure in the varying local programs in which such special coverage reports and features are inserted, in addition to the specially-scheduled programming built around the event.

Said Gov. LeRoy Collins, new president of the NAB, in a filmed interview in Washington with KOTV News Director Roger Sharp: "It is certainly a fine attitude on the part of your broadcasting stations to come to Washington and do the things you have done this past week. . . ."

Here is a capsule summary of the job the station teams did as part of their project, indicating how a local tv news operation can, without prohibitive expense, develop its own specially-slanted approach to such national event coverage:

Arrived Early ▪ Each station's news team, consisting of the news director and his own cameraman, arrived in Washington a week or more before Inauguration Day. From their arrival—working out of a common central headquarters—each team embarked on a 7 a.m. to midnight shooting schedule. Their targets: depth-interviews with political leaders from their own state on their reactions to the new administration's policies and their forecasts of the New Frontier's implications to their own state and community.

For example, Phil Wilson, KXTV news director, and cameraman Don Rivers started their project with three hours of interviewing and filming in the home of California Senator Clair Engle, discussing such issues as the gold outflow (and the possibility of reviving California gold mining interests), the California unemployment problem and defense industry and other political and economic subjects. With Mrs. Engle, Mr. Wilson did a brief "person-to-person" stint, as well as interviews about Washington social life and her part in the inaugural week social functions.

Upon his arrival in Washington, Gov. Brown of California invited the KXTV team to cover a special dinner held by leading California businessmen. At this function, Mr. Wilson briefly interviewed

The news team from WANE-TV Ft. Wayne filmed interviews with Indiana senators, congressmen and the governor, discussing such home-interest topics as agriculture and unemployment. Here newscaster Phil Wilson (l) interviews Sen. Vance Hartke, Democrat, of Indiana.

President-elect Kennedy at a time other television outlets found it difficult to get close to him.

The same Sacramento news team covered a special pre-gala party given by Frank Sinatra and other leading California film stars, enriching their political story with glamor highlights.

During the same week, the KOTV Tulsa team, headed by newsman Roger Sharp, did special interviews with Oklahoma Senators Robert Kerr and Mike Monroney and with Oklahoma congressmen on such subjects as oil depletion and agriculture. It also interviewed new Secretary of the Interior Stuart Udall a half-hour after he was sworn in Jan. 21, thus being the first among all media to report the new secretary's proposed approach to Indian affairs—a key issue in Oklahoma.

How to Do It? ▪ What are the steps a group of individual stations must take to carry out such a major coverage project successfully?

"Pre-planning both the editorial approach to the event and the logistics and operational details involved in executing it are essential to the success of such an undertaking," says Johnston (Jack) F. Northrop, Corinthian administrative vice president.

First, each station had to analyze its schedule to pick the various local shows which could use special material from the national event. "It is by viewing the entire station as the reporting instrument, rather than aiming the coverage for a single and special program only, that the station can benefit most richly from its news team's special coverage," says Herman Land, Corinthian's director of special projects. Any local show, from newscast to woman's program, becomes a potential vehicle for the special coverage material, making it possible for the station to create a flexible advertiser package adapted to the station's total circulation rather than being dependent on the rating of one special show.

Corinthian's director of special projects, Herman Land (l), discusses coverage plans with Robert Menaugh (r), superintendent of the House Radio-Tv Gallery.

Steps in covering a national event

1. Choose only those national events with sufficient import and significance to make the localized story meaningful for viewers.
2. Develop an editorial theme. It must be interpretive, not mere on-the-spot reporting, to add to the exhaustive network job.
3. Assign your own local newscaster and cameraman to the job to assure local identification.
4. Develop a list of potential programming vehicles from existing local shows in the station schedule, in addition to the specials you plan, to broaden the scope of the project.
5. Apply for credentials well in advance.
6. Find centrally located accommodations for the news team.
7. Make up advance schedules for film shipment, taking into account changes in flight schedules, problems of making connections, and provisions for alternate shipping facilities for emergencies.
8. Provide a stand-by camera crew and equipment for your team in case of equipment failure.

Shipping and plane schedules are another important key. Since a station may be covering such an event a thousand miles or more away from its home market, without the benefit of a coaxial cable, getting the story from the camera to the screen becomes a crucial problem.

News Desk ▪ Corinthian resolved this problem through its news desk operation set up at its temporary headquarters. This desk arranged for each newscaster to telephone hot news reports directly to the station. Features, analyses and interviews were filmed and shipped back by jet, there to be developed, processed and aired within eight to ten hours of actual shooting.

In Washington, this news desk HQ was manned by Larry Beauchamps, production manager for the inaugural week project and WANE-TV program manager; Mr. Land and Evelyn Mazzari, assistant to Mr. Land.

This organization made it possible for the newsmen to devote their time exclusively to the creative job of news gathering, instead of being diverted by shipping and planning problems.

The result: On one day alone, Tuesday, January 17, Corinthian shipped over 5,000 feet of film out of Washington to its various stations.

Planning a Must ▪ Without pre-planning prior to the news teams' arrival at the city of the event, a station might miss out on the opportunities implicit in covering these events. For instance, by early January, it was impossible to get hotel accommodations in Washington. Corinthian had arranged this two months in advance, assuring the station teams a centrally located, comfortable lodging for the 14-man group. Such details as renting cars, arranging for typewriters, telephones, couriers and stand-by camera crews familiar with the local problems cannot be left until the time of the actual event.

Credentials are another key to successful coverage, and these require some planning and effort in advance. Pre-planning cannot eliminate failure, but it can provide a ready-made solution for it. Both in the case of the conventions and the inaugural, Mr. Land went to the news-making cities in advance, setting up arrangements with a local camera crew to pinch hit in case of emergency, arranging for 24-hour-a-day courier service and working out airplane schedules and connections with each station.

Another aspect of the pre-planning operation was the round of interviews Messrs. Northrop and Land set up with senators and congressmen from the states where Corinthian stations are located. These explanatory interviews, during which the project was fully explained, helped pave the way for each news team's interviews during political leaders' busy inaugural week schedule.

There seems to be little question that an ever-increasing number of stations will discover the news opportunities open to them at such major national events. The advertiser interest in such programming packages has been proved. Viewer interest in the truly major national political event is guaranteed. And the success of such a coverage project is virtually assured, when a station (1) develops its own editorial approach to it rather than duplicating the network's; (2) takes sufficient time to make the preliminary plans and arrangements.

Westerns win awards

First Western Heritage Television Awards of the National Cowboy Hall of Fame were presented on Jan. 30 in Oklahoma City to *Rawhide* and *Death Valley Days*. *Rawhide* won the tv fiction category award for its program "Incident at Dragoon Crossing." The factual tv program award went to *Death Valley Days* for its episode "The Great Lounsberry Scoop."

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Rounds

Lester S. Rounds, formerly vp at Kudner Agency, N. Y., joins Arnold Bakers, Port Chester, N. Y., as coordinator of marketing. Mr. Rounds, who had also served as account executive on the Arnold Bakers account for Benton & Bowles in late 1940's, and more recently with Kudner, will be responsible for advertising, research sales promotion and consumer relations. He will serve on management executive committee as well.

William T. Raidt, vp of D'Arcy Adv., N. Y., elected to agency's board of directors.

William G. Johnston, account executive on Colgate at Street & Finney Inc., N. Y., elected executive vp.

Paul Biklen, account supervisor at Ogilvy, Benson & Mather, N. Y., elected vp.

Robert E. Lee, former senior art director at Joseph Katz Co., N. Y., joins Friend-Reiss Adv., N. Y., as vp and art director.

Earl G. Tyree, former account service director at Sales Communication Inc., N. Y., joins McCann-Marschalk, that city, as vp in charge of sales development.

Don Blauhut, vp in charge of west coast radio-tv for Parkson Adv., returns to New York office.

Robert S. Fenton, director of business affairs at M-E Productions, N. Y., appointed account supervisor.

Paul Hansen joins media department of Clinton E. Frank as timebuyer. He formerly was with Campbell-Mithun, Minneapolis, as account executive.

Edward F. Pivo and **John R. Murray Jr.** appointed associate executive art director at Doherty, Clifford, Steers & Shenfield, N. Y.

Robert H. Lundin, formerly brand supervisor with Pillsbury Co., Minneapolis, to Gardner Adv., St. Louis, as account executive.

Robert Parker, formerly advertising manager and research director at Seabrook Farms, joins Smith/Greenland Co., N. Y., in account service department. **Ray Samuel** joins S/G as member of account service department.

William H. Croke, formerly media buyer at Foote, Cone & Belding, N. Y., to advertising department of Liggett & Myers.

Laurence H. Field, appointed radio-production manager for Cole & Weber, Seattle, Wash. He formerly was with KIRO-TV, that city.

Paul Bradley, vp in merchandising department of Kenyon & Eckhardt, N. Y., establishes his own pr and sales development firm, effective March 1.

Morton Schneider, showroom sales manager, Ideal Toy Corp., N. Y., appointed to newly-created post of director of tv promotion. **George Morgenstern,** Ideal New York sales representative, named eastern sales manager.

David V. Cleary and **Benjamin Maugham,** associate creative directors in copy department of Young & Rubicam, N. Y., named vps.

Nicholas H. Robinson, program manager of WREB Holyoke-Springfield, Mass., resigns to join P. Lorillard tobacco Co.

Mr. Rifkin

Martin C. Rifkin named operations manager at Hicks & Greist, N. Y. He will be in charge of all agency art, copy, traffic and print production. He joined H&G in 1955 as production manager.

THE MEDIA

O. W. Myers named general manager of WHTN-TV Huntington-Charleston, W. Va. He has been station's national sales manager for past 3½ years.

Gordon Potter, formerly sales manager at WPCA-TV Philadelphia grantee, to WQAL (FM), that city, as station manager and director of sales.

Bert Noble, commercial manager of WABQ Cleveland, promoted to station manager.

John Struckell appointed general manager of WFPG Atlantic City, N.J. He formerly served in similar capacity at WOND Pleasantville, N. J.

Mr. Bagwell

Kenneth L. Bagwell, national sales manager at WTVJ (TV) Miami since 1958, appointed station manager of WAGA-TV Atlanta, effective Feb. 13. Previously he has been with KXYZ and KPRC-TV, both Houston, in various capacities.

Ted Randal, formerly with KEWB Oakland-San Francisco, named program director of KDWB Minneapolis-St. Paul. Both are Crowell-Collier stations. Mr. Randal remains president of T. R. Productions, S.F. He appoints **Ralph Petti,** formerly sales and operations manager of KROY Sacramento, Calif., vp and head of west coast offices of his radio programming and consulting firm.

Jim Cairns, formerly with WARN Ft. Pierce, to WSFR Sanford, both Florida, as program director. **Jack Heffelfinger** and **Gene Fernette** join WSFR as chief engineer and air personality, respectively.

David Fuchs, former manager of sales presentations at CBS-TV, named director of sales presentations.

Edward Fisher, account executive, Crosley Broadcasting Corp., N. Y., appointed acting eastern sales manager of WLW Cincinnati.

William de Tournillon, formerly on sales staff of KNOE-TV Monroe, La., to KTVE (TV) El Dorado, Ark., as account executive.

Raymond R. Kaelin, formerly radio account executive at Robert E. Eastman Co., N. Y., joins The Branham Co., in same capacity.

Fred von Hofen, formerly national sales manager of KOL Seattle, Wash., named national operations manager of

Broadcasters Club elects Ben Strouse

Ben Strouse, president of WWDC Washington, elected president of Broadcasters Club of Washington, succeeding **Robert K. Richards,** president of Richards Assoc. pr firm, who becomes chairman of board of governors. Mr. Richards succeeds **Joseph Baudino,** vp of Westinghouse Broadcasting Co. Other officers: **Joseph Goodfellow,** vp of WRC-AM-FM-TV, first vp; **Arthur Scharfeld,** Washington attorney, second vp; **Richard Stakes,** comptroller of Evening Star Broadcasting Co., treasurer; and **Vincent Wasilewski,** NAB vp, secretary. Others elected to board in addition to officers: **Edmund C. Bunker,** vp of CBS; **Howard Head,** Washington consulting engineer; **Clair R. McCollough,** president of WGAL-TV Lancaster, Pa., and **J. Leonard Reinsch,** executive director WSB-AM-TV Atlanta. Latter two represent non-resident members of organization.

Food Is for Fitness—As Well As for Enjoyment

We Should Learn To Eat To Help Maintain Health

In the United States where food is available in great variety and in almost overwhelming abundance, many people have a tendency to forget that the chief function of food is to provide certain essential nutrients that our bodies need for growth and maintenance. We are, indeed, a most fortunate people to be able to select these necessary nutrients from such interesting kinds of food, but this good fortune is frequently offset by our failure to learn to eat wisely of the bounty put before us.

Teaching people to eat according to the dictates of good nutrition is often complicated because food consumption takes place in the framework of many social and psychological factors. It's been pretty well determined, for example, that the wise homemaker should not inform her husband about a new dent in the fender while he is eating his dinner. It is better to wait until his blood supply is busy in the digestive stage!

In spite of obstacles that might exist, it is becoming more evident each day that improving our eating habits might actually be one of the major steps forward in reducing or eliminating some of the diseases which today are the leading causes of disability and death among our people. Being overweight, which certainly is very closely related to eating habits, is generally recognized as one of our major health hazards.

USDA Offers A Simple Guide For Good Eating

Several years ago the Institute of Home Economics, part of the U.S. Department of Agriculture's Agricultural Research Service, worked out a "Daily Food Guide" in cooperation with the country's leading nutrition scientists. The best sources of essential food nutrients which we all need were carefully considered, as was the need for an eating pattern that recognizes our vast variety of foods. The Guide suggests we select foods from four main groups, adding from other food sources to make meals more appealing and satisfying. The four basic food groups and recommended daily servings are:

MILK GROUP: This includes milk, ice cream, cheese and other dairy products. From these foods we obtain such essential nutrients as calcium—needed for adults as well as growing children; protein; riboflavin; vitamin A. The Daily Food Guide recommends some milk or milk products every day for everyone. For children 3 to 4 eight-ounce glasses daily are recommended; for teen-agers, 4 or more glasses; adults, 2 or more glasses.

MEAT GROUP: This includes red meats, poultry, eggs, fish, shellfish, or alternates such as dry beans or peas, peanuts, peanut butter. This group provides necessary protein, iron, thiamine, riboflavin, niacin. The Guide recommends two or more servings from this group each day. A serving would be 2 to 3 ounces of lean cooked meat, poultry, or fish; 2 eggs; 1 cup cooked dry beans or peas.

VEGETABLE-FRUIT GROUP: Vitmains A and C, as well as certain necessary minerals, are abundant in these foods. The Guide suggests 4 or more servings each day. This should include 1 daily serving of a good Vitamin C source (citrus fruits, for example) and 1 serving at least every other day of a good source of Vitamin A (dark green and deep yellow vegetables).

BREAD-CEREAL GROUP: Breads and cereals made from whole grain, enriched or restored, provide protein, iron, several of the B-vitamins, and food energy. Select 4 servings or more daily. A serving is 1 slice of bread or 1 ounce of ready-to-eat cereal or ½ to ¾ cup cooked cereal, macaroni, noodles, rice, etc.

OTHER FOODS: Such foods as butter, sugar, oils, may be used as preferred to improve flavor and to provide the total necessary calories for each day.

Sensible Eating Plans Need Some Glamorizing

This relatively simple guide to good eating has received much attention, but too often only among those who have been exposed to sound nutrition information for years. The general public, however, is much more frequently made aware of the latest pronouncement from one food faddist or another.

Much time and effort goes into trying to urge people to eat or drink more of this product or that, and this kind of product promotion is part of the American food business, of course. It does seem pitiful, though, that we have not been able to glamorize the idea of eating sensibly. It could well be that many of us do not fully appreciate the important relationship between the foods we eat—considered from both the quality and quantity viewpoints—and the general level of health we achieve and maintain.

The dairy farmers throughout the United States who sponsor the non-brand advertising, merchandising, research, and public relations program of the American Dairy Association have a selfish interest, of course, in telling the role of milk and other dairy foods in the well balanced diet. However, we believe also that it is important to expand public knowledge about the role of all foods in maintaining good health. We long ago pledged ourselves to help in this continuing educational program, and we are happy to be working with all the groups seeking to counteract the misleading information about foods and nutrition that so often comes forth and endangers public health.

AMERICAN DAIRY ASSOCIATION

Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive
Chicago 6, Illinois

Heritage Stations Representatives. HSR is sales organization for more than 20 fm stations owned and/or operated by International Good Music, Bellingham, Wash.

Mrs. Ginny Griffin appointed merchandising manager of WSTV-TV Steubenville, Ohio.

Mr. Gelzer

Jack R. Gelzer appointed local sales manager of WGR-AM-FM-TV Buffalo. He has been with station for 17 years in various capacities, most recently as account executive. He also served at WKBW, that city, as chief announcer and program director.

Hank Guzik, manager of KSON San Diego, resigns.

Terry Ford, formerly with WERE Cleveland as member of promotion and news staffs, joins WHK, that city, as assistant promotion director.

Lee Hanna, assistant director of news and special events at WNEW New York, appointed director. **Richard Merson,** who was news editor, becomes assistant director. Mr. Hanna, who succeeds **Martin Weldon,** new director of news and special events for all Metropolitan stations, came to station after serving CBS for five years as producer-writer in news and public affairs.

Like father

Lee Mitchell, 17, son of Maurice B. Mitchell, president of Encyclopaedia Britannica Films, famous decade ago for "Mitch's Pitch" broadcast promotion, is following in his father's footsteps. Lee, senior at New Trier High School, Winnetka, Ill., is general manager of school's new fm station, WNTH, and takes his regular turn at mike. The station, licensed last month by FCC, is assigned to 88.8 mc. Senior Mitchell was general manager of WTOP Washington, with NAB and then managing director of Broadcast Advertising Bureau, before joining William Benton's Associated Program Service.

James P. Anderson appointed assistant chief of European news bureau for Westinghouse Broadcasting Co.

Mr. Bradley

Wes Bradley appointed manager of KRDO Colorado Springs. Mr. Bradley, 12-year broadcasting veteran, will continue duties as early morning air personality. He has been with KRDO for nine years in various capacities.

Bob Larkin joins WSAF Sarasota, Fla., as program director-air personality. He formerly was news director of WSUN-AM-TV St. Petersburg. Other staff additions: **Ned Nichols,** sales manager; **Gerry Pike,** sales staff; **Larry Kent,** air personality; **Arnold Keck,** engineering staff; **Dick Cobb,** newsman-announcer; **Ray Whitlock,** news director; and **Carlene Holmes,** traffic director.

Donovan Edwards joins news staff of WNEM-TV Saginaw-Bay City, Mich. He will headquarter in station's Flint, Mich., office.

Bob Allison joins WWJ-AM-FM Detroit as air personality.

Marc Avery, formerly with KAIR Tucson, Ariz., to WJBK Detroit as air personality.

Jules Bergman appointed to newly created position of science editor of ABC. He has been news writer for network.

M. J. Vosse joins WDIA Memphis, Tenn., as member of sales staff.

Steve Shannon, director of promotion of KPHO-AM-TV Phoenix, Ariz., elected president of Sales Promotion Executives Assn., that city.

Marie H. Houlahan, publicity and pr director of WEEI Boston since 1942, retires. Previously she handled publicity for CBS Radio for 10 years.

Mr. Gietz

William A. Gietz, sales manager of WTAR-TV Norfolk, Va., promoted to general sales manager. He has been with station for past 10 years, serving as local sales manager since 1956. Before joining WTAR-TV he was with NBC.

Jim Dooley, WTVJ (TV) Miami air personality, appointed sports director. Mr. Dooley replaces **Jack Cummins** who resigned.

Bill Sickler, formerly with WREO Ashtabula, Ohio, to WPAM Pottsville, Pa., as staff announcer.

William S. Lydle joins WXEX-TV Richmond, Va. He formerly was with WSVA-AM-FM-TV Harrisonburg, Va.

Mr. Schwartz

Roy M. Schwartz, program manager of of WIBG Philadelphia, promoted to operations manager. He will have charge of all studio operations and personnel, including programming, promotion, traffic and technical. He has been with station since 1957.

Santo J. Crupi, formerly sales manager of Middlesex Broadcasting Co., joins Avery-Knodel as manager of both radio and tv sales in firm's new Boston office.

Al Leibert, formerly of WGBS Miami, joins WJW-TV Cleveland as air personality.

PROGRAMMING

Lester E. Waddington, convention show producer at Young & Rubicam, N. Y., joins Transfilm-Caravel Inc., that city, as executive in business program services division.

Edwin T. Morgan, assistant director of radio-tv department of Erwin Wasey, Ruthrauff & Ryan, Hollywood, named executive producer of new Hollywood office of Fred A. Niles Productions. **Jack Silver,** formerly head of his own Hollywood production firm and formerly with WOW-TV Omaha, joins Niles' new office as production coordinator. **Lionel Grover** and **Harry Holt,** with Niles' animation service in Hollywood, become production manager and executive art director, respectively, of new Niles operation there.

7½* HOURS DAILY
NEGRO Community Programming
+
16½** HOURS DAILY
SPANISH PUERTO RICAN Programming
=
24 HOURS DAILY
of *Whirl-Wind* sales action
WWRL
NEW YORK DE 5-1600
*10:00AM-5:30PM **5:30PM-10:00AM

Rival honored

Mr. Quaal

Ward L. Quaal, vp and general manager of WGN Inc. (WGN-AM-TV Chicago), named as "Man of the Year," by *TV Prevue*, Sunday publication of rival *Chicago Sun-Times*. WGN Inc. is subsidiary of *Chicago Tribune*. In conferring honor, *TV Prevue* honored its first local broadcaster—and a bitter rival at that. Award was given to Mr. Quaal for his "monumental success" in transforming two stations into outlets of quality and integrity after they had been beset by hard times.

Dick Romaine, formerly on sales staff of Que Recording Studios, joins Temple/Morgan Enterprises, Hollywood company set up by Robert C. Temple and Ray Morgan Jr., packagers of *Queen for a Day*, to develop tv and radio properties for network and agency sale.

Lillian Kramer joins Jerry Franken Co., Hollywood pr firm. She formerly was with Schlitz Brewing Co. as pr executive of *Schlitz Playhouse of Stars*.

EQUIPMENT & ENGINEERING

W. G. E. Vreeland, director of international marketing operations at RCA International, named division vp. **J. R. Reist,** who was director of associated companies operations, RCA International, becomes vp of that division.

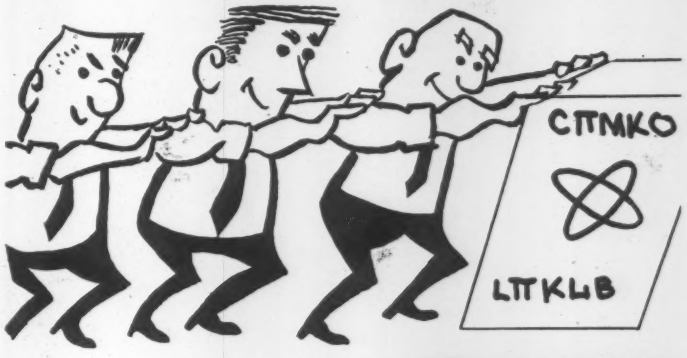
John Lienhard, staff executive, International Telephone & Telegraph Corp., N. Y., appointed vp of International Standard Electric Corp. and general manager of export department.

George L. Wilcox, president of Canadian Westinghouse Co. Ltd., Hamilton, Ont., elected vp and assistant to president of Westinghouse Electric Corp., N. Y.

Dr. Rudolph G. E. Hutter, associate director of research in physics, Sylvania Electric Products Inc., N. Y., appointed chief engineer, microwave device operations, electronic tube division, Mountain View, Calif. **C. John Borlaug,** district service manager, named chief service engineer, Sylvania Home Electronics Corp., Batavia, N. Y.

Frederick B. Simmons promoted to New England district manager for Raytheon Co.'s distributor products division. He has been division's customer service manager. **Allen W. Merriam**

GET THAT EXTRA



PUSH

You know that it's the extra push that makes the difference between an average campaign and a *"Red-Letter Success."* You get that EXTRA PUSH when you buy WOC-TV. WOC-TV effectively specializes in co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

This "togetherness" sells products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

WOC

PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

TV channel 6

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

To the National Advertiser, WOC-TV offers the greatest amount of local programming—over 33 hours each week — and the finest talent in the area put these programs across.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**
company name
address
city *zone* *state*
Send to home address — —

* Occupation Required

"Congratulations, Mr. President." And vice versa. ▪ President John F. Kennedy went to the National Press Club's Jan. 28 inaugural dinner in honor of the club's new president, **John P. Cosgrove,** publications director of BROADCASTING and TELEVISION magazines. Left to right: President Cosgrove; Mrs. Douglas Stengel and Douglas Stengel, retired General Motors pr executive; President Kennedy; Ernest Barcella, United Press International, a member of the club's board of governors.

Top government officials and media executives participated in the inaugural ceremonies. Chief Justice Earl Warren, of the U. S. Supreme Court, administered the oath to President Cosgrove. Sid Caesar topped an entertainment program. Club officers were escorted to the stage of the auditorium in the manner of the inaugural parade.

The event marked the first participation of a U. S. President in a club inaugural.

President Kennedy's application for non-active membership in the club was approved by the board of governors. A former newspaperman, he paid the $90 non-active initiation fee by personal check. He was proposed for club membership by Sol Taishoff, Broadcasting Publications Inc.; seconded by Theodore F. Koop, CBS News; sponsored by William H. Lawrence, *New York Times*.

Jr., California district manager, appointed western zone manager and **Charles B. Douglas** central zone manager.

Norman R. Huey, manager-merchandising of General Electric's radio receiver department, Utica, N. Y., promoted to newly created post of manager-new product projects.

John A. Mayberry appointed merchandising manager of distributor sales for CBS Electronics, Danvers, Mass.

Robert G. Scott named sales manager of National Video Corp., Chicago. Firm manufactures cathode ray tubes for tv.

Andrew E. Kimball appointed manager of advanced marketing research of General Electric Co., Schenectady, N. Y. **K. S. Bennett** and **W. G. Grant** to G.E.'s Palo Alto, Calif., plant as specialist in contract administration and specialist in sales planning, respectively.

Glenn M. Bergmann, Collins Radio sales director, promoted to director of marketing of company's Cedar Rapids, Iowa, division.

James I. Stultz appointed sales manager of audio products of Vega Electronics Corp., Cupertino, Calif. Firm manufactures wireless microphone systems.

O. Hank Brown named manager of newly formed San Carlos, Calif., regional sales office of Eitel-McCullough, electron tube producer, that city.

INTERNATIONAL

Jean-Marie Beaudet, secretary-general of Canadian Music Centre, Toronto, named assistant vp of programming of CBC at Toronto.

William F. Shave to sales manager of CHLO St. Thomas, Ont.

H. T. McCurdy appointed vp and general manager of CJAD Montreal.

Herb Manning named news editor of CKGM Montreal.

George Carter, formerly with Radio Representatives Ltd., Montreal, and **Barry Savage** join staff of CKGM Montreal.

GOVERNMENT

Charles J. Connally named legal advisor for radio-tv monitoring unit, Federal Trade Commission, succeeding **Charles J. Sweeny,** named legal adviser and assistant to chief project officer, Bureau of Investigation, FTC.

ALLIED FIELDS

Mr. Paul

Ray R. Paul, trial attorney in hearing division of FCC since 1953, resigned Jan. 30 to become partner in Washington law firm of Prince, Taylor & Crampton—now Prince, Taylor, Crampton & Paul. Mr. Paul, native of Alabama, received B.S. degree from State Teachers College, Troy, in 1945 and his law degree from U. of Chicago Law School in 1948. He practiced law in Troy until 1953 when he joined FCC.

Ken Jones, former marketing consultant, joins Institute for Motivational Research, Croton-On-Hudson, N. Y., as special representative to meet client problems in psychological and marketing problems.

DEATHS

John K. Strubing Jr., 62, former vice-chairman of Compton Adv., N. Y., died Jan. 28, at his home in Lyme, Conn.

Kiernan T. Murphy, 46, vp and treasurer of Crosley Broadcasting Co., died Feb. 2 on S.S. Monarch while vacationing near Venezuela. Cause of death was unknown. Mr. Murphy was comptroller of Crosley since 1950 and vp since 1951. Previously he was station manager and comptroller of WINS New York.

Ferdi Ziegler, 45, vp of McCann-Erickson, New York, died Jan. 24 of cancer at his home in Maplewood, N. J. Previously, he was sales promotion director of Grey Adv., New York.

William J. Pape, 87, publisher of *Waterbury* (Conn.) *Republican-American* and founder of WBRY, that city, died in St. Petersburg, Fla., Jan. 29 while on vacation.

Warner C. Tidemann, 48, formerly with WJBC and WBLN (TV), both Bloomington, Ill.,, died Jan. 22. At time of his death he was staffer for Illinois Agriculture Assn.

Commuters get free brunch from WGLI

Key elements in a recent promotional campaign on behalf of a new advertiser on WGLI Babylon, N. Y., were a mobile unit, bread and scores of commuters. The Ward Baking Co., which recently acquired a franchise to distribute Monks' bread, started its introductory advertising for the new product on Oct. 15. WGLI supported its 10-week schedule of 30 spots per week by tying-in its mobile unit with the morning commuter rush. Each weekday for two months, the mobile unit pulled up to a different station on the Long Island Railroad for the 6 to 10 a.m. broadcast of Mel Clark and his daily *Sundial* show.

While waiting for their trains, commuters along the line were treated to free coffee and sandwiches made with, of course, Monks' bread. Conceived by David H. Polinger, general manager of WGLI and director of the Friendly Frost Broadcast Div., the project included promotional tags on each of the 30 spots and special WGLI promotion spots regarding the campaign. Ward Baking Co., via Grey Adv., New York, is currently evaluating results of its initial advertising schedules, but broadcast activity is expected to resume this month.

One step further?

For the past two weeks, Simon McQueen, the petite weathercaster at WABC-TV New York, has appeared on her nightly (11:10 p.m.) show wearing either oriental or "flapper" dresses, all in promotional interest of ABC-TV's *Hong Kong* and *Roaring 20's* programs. Needless to say, the costumes didn't go unnoticed by Miss McQueen's loyal male viewers. A gentleman on the staff of Rutgers U. urged the station by letter last week to add one more program to the weather girl's promotion work. He said:

"Like many another viewer, I have been completely smitten by your evening weather reporter, Miss Simon McQueen. I now find my admiration mixed with anticipation. I feel your dressing Miss McQueen in the garb of *Hong Kong* and *Roaring 20's* was an excellent promotional stroke. Please hurry along her promotion of *The Naked City*."

WCLS, Columbus, Ga.
No. 1
Conlan Negro Survey—Jan. '61
Rep: Dora-Clayton . . . Bernard Howard
(Member Georgia Negro Group)

He did return

It's no telling what a fellow will do these days to make a few bucks. And you can prove it by asking officials at WHLO Akron, Ohio, who recently ran into just such a chap.

An inmate of Stark County Jail in that city, found the secret of success, escaped unnoticed and touched off an area manhunt. Harrassed at every turn and apparently down on his luck financially, the escapee decided to toss in the towel.

He called WHLO, said he was tired of running and was going back to jail. In the same conversation he asked what was the prize for the news tip of the week, offered weekly by the station.

WHLO called the jail and alerted officials to his plans. True to his word, he went back. True to its word WHLO rewarded him top prize for the weekly news tip —a check for $6.40.

WEAD turns garage into grocery store for a day

The "Good Old Days" provided the theme of a promotion WEAD College Park, Ga., devised for a local automobile dealer.

The car dealer purchased a full day's broadcast time, and WEAD staged a grocery sale using pre-inflation prices. Bread sold for five cents a loaf, bacon for 25 cents a pound and eggs for 35 cents a dozen. The station arranged for delivery of all groceries purchased, secured necessary grocery licenses and originated all programming from the auto dealer's showroom.

The garage turned grocery not only sold 3,200 loaves of bread, 1,600 pounds of bacon and 3,000 dozen eggs, but also sold more automobiles on the weekend than all other Atlanta car dealers combined, according to WEAD.

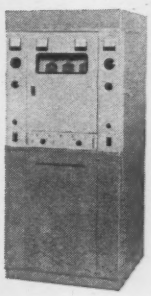
History in the making

KYW-TV Cleveland caught a forward pass from a local newspaper critic and ran for a touchdown.

Jim Frankel, tv-radio editor of the *Cleveland Press* suggested that a tv station could do a service to the community by organizing a tv "sets-in-school" campaign so school children could watch the inauguration of President Kennedy.

Both the newspaper and the tv station promoted the activity. KYW-TV

Continental's
TYPE 314D
1 KW AM TRANSMITTER
BUILT-IN CUT-BACK
to 500 or 250 watts



Power cut-back is optional; may be accomplished by remote control. It's one feature that sets this quality transmitter apart from all others. 75" high; 32" wide; 32" deep; weight: 1100 lbs.

write for details and competitive pricing

Continental Electronics
MANUFACTURING COMPANY
4212 South Buckner Blvd. Dallas 27, Texas
SUBSIDIARY OF LING-TEMCO ELECTRONICS, INC.

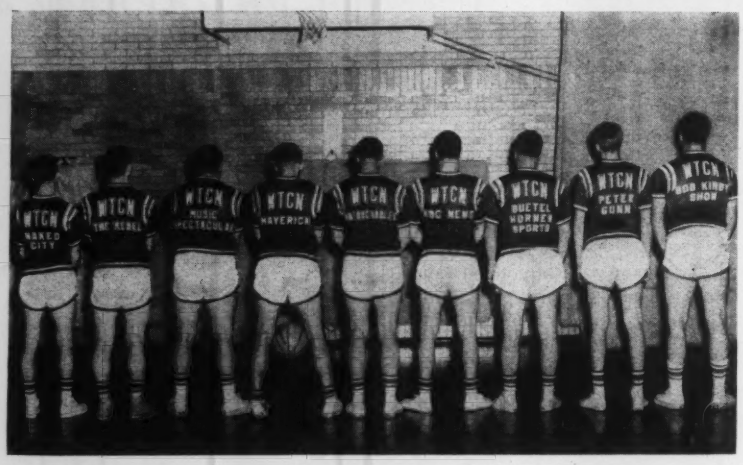
Luxury Living!
Sensible Location!

Specify The New Weston, in the heart of the advertising and broadcasting belt, as your in-town address. Our splendid rooms and suites make an ideal environment for living or entertaining. Theatres, clubs, shops are advantageously close.

In the distinguished world of the
HOTEL *New Weston*
Madison Ave. at 50th St.
New York • PLaza 3-4800
KNOTT HOTELS

World-Famous
NEW WESTON BAR & ENGLISH DINING ROOM

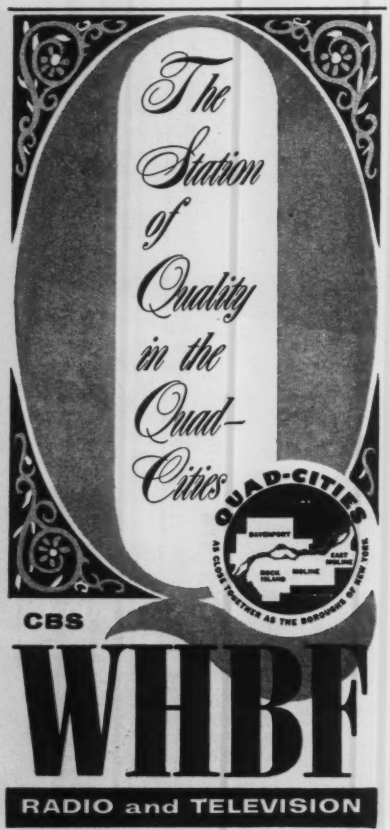
Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon . . . at lunch or dinner.



Names instead of numbers for WTCN's team

The "TCN Untouchables," basketball team of WTCN-AM-TV Minneapolis-St. Paul, Minn., promote station programs wherever they go. Practice jerseys plug network and local shows on both outlets. The "Untouchables" play in a Twin Cities area league that includes the Campbell-Mithun agency. In addition to league games, the team has a heavy schedule of benefit games with proceeds going to area charities.

was joined by several advertisers who paid rental on tv sets for the day. As a result, several thousand Cleveland youngsters in 85 schools were able to watch the Washington ceremonies in their classrooms.



NBC-TV promotion winners

NBC-TV selected 20 winners in its third annual "Promotion Managers" contest. The top five drumbeaters selected won on-the-house, one-week vacations in Hollywood. The 15 additional winners shared awards that included tv sets and hi-fi equipment. The contest, which was open to all stations in the NBC affiliate line-up, attracted more than 100 entries. It consisted of achievements in four principal categories—press, advertising, promotion and showmanship in special exploitation areas. NBC gained a considerable amount of publicity from the contest and hopes promotion displays accrued will convince advertising agencies that their clients receive ample support from the network's affiliates. Winners of the Hollywood trip are Charles Cash, WSM-TV Nashville: Arthur Garland, WRGB (TV) Schenectady, N. Y.; Kirt Harriss, WTRF-TV Wheeling, W. Va., and Keith C. Strange, WFBM-TV Indianapolis.

Drumbeats...

Health world-wide ▪ WRUL New York, international radio station, started its broadcasts by health expert Carlton Fredericks on Jan. 16—and by the end of the week requests for his health pamphlets poured in from listeners in Portugal, Austria, Venezuela, the Virgin Islands and Puerto Rico, as well as from Canadian and U.S. short-wave listeners. The Fredericks half-hour program is beamed to Latin America, Europe and Africa on a Monday-through-Friday schedule.

Sing for profit ▪ More than 1,000 contestants are singing for gifts, cash and recording contracts in the "Third Annual Aunt Jemima Self-Rising Flour Gospel Singing Contest," launched last week by WWRL New York. The contestants, divided into soloists, groups and choirs, are heard Monday through Friday on the *Gospel Caravan* and *Gospel Time* programs on WWRL. Listeners choose their favorites by sending in votes accompanied by a label from an Aunt Jemima flour package. Finals of the contest will be held April 27 at the Faith Temple in Harlem, the price of admission being two labels from the Aunt Jemima product.

Ambitious hiker ▪ On Jan. 28 WBZ Boston personality Dave Maynard marched 26 miles from Maynard, Mass. to Boston, to promote the Mothers' March for the 1961 March of Dimes which began the next day.

Legal eagles ▪ KTVI (TV) St. Louis is advertising its programs with legal themes in two local daily legal journals, the *Record* and the *Countian*. The shows advertised are *Harrigan and Son, The Law and Mr. Jones, Morning Court* and *Day in Court*.

Sample wild ▪ When Florman & Babb offered sample musical tape recordings to WRFM (FM) New York listeners as part of the tape company's 13-week advertising campaign, they found themselves so swamped with requests that after the first three hourly sponsorships, they ordered their announcements taken off the air. Unwittingly, the station failed to kill all the scheduled announcements for several days while sample tape orders piled up. Since the manufacturer's sample was com-

ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

pletely exhausted from the first three programs when over 1,000 cartons of tape were mailed to subscribers, and the extra programs brought another 600 letters, WRFM paid for all the necessary reels of tape to fill these requests.

BNF's week ▪ Brand Names Foundation Inc., New York, has set May 4-14 for Brand Names Week this year. The event receives a promotional boost each year through the cooperation of radio and tv stations. Last year, nearly 1,000 radio stations and over 400 tv stations carried the Brand Names Week message in an all-out contribution of time and space by all media. The foundation's advertising, created for 1960-61 by Ketchum, MacLeod & Grove, Pittsburgh, serving as the volunteer agency, appears annually in $12 million worth of contributed time and space, BNF reported.

Programs that stimulate the viewer

Quoting Arthur Durham, senior vice president of Fuller & Smith & Ross, that the "ideal climate for your commercial is the stimulated viewer," WNTA-TV New York, for the past 2½ years, has been devoting itself to the stimulated viewer, the station says in a sound film presentation which received its premiere showing Jan. 24 in Beverly Hills, Calif., before about 100 Los Angeles advertising people. The next day the half-hour film, "The WNTA-TV Story," was shown in the San Francisco agency- advertiser fraternity. Eastern and midwestern showings will be given during February.

The WNTA-TV presentation, narrated by Mike Wallace, lists and describes such programs as *The Play of the Week, Open End, Great Music from Chicago, The Oscar Levant Show* and *The Mike Wallace Interview*, as well as the twice-daily telecasts of post-'48 feature motion pictures purchased from 20th Century-Fox. It recites the numerous awards the station has received for its offbeat programming, the advertisers using its facilities as a result of this program policy and the dimensions of the adult audience these programs attract, concluding with a passel of statistics which show that WNTA-TV programs deliver adults and adult women at a lower cost per thousand than competitive programs on other New York stations.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Jan. 26 through Feb. 1. Includes data on new **stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.**

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. uni.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv station

ACTION BY FCC

Alpine, Tex.—Big Bend Bcstrs. Granted vhf ch. 12 (204-210 mc); ERP .251 kw vis., .148 kw aur.; ant. height above average terrain —225 ft., above ground 185 ft. Estimated construction cost $19,000, first year operating cost $36,000, revenue $40,000. P.O. address c/o Electron Corp., box 5570, Dallas, Tex. Geographic coordinates 30° 32′ 30″ N. Lat., 103° 39′ 36″ W. Long. Trans. RCA TTL-100AH, ant. Prodelin ETV-4. Principals include **Gene R. Hendryx**, 55%, **Jack Hawkins**, 20%, **Barney Hubbs**, 15%, **Bill H. Hubbs**, 10%. Ann. Jan. 19.

APPLICATION

Dallas, Tex.—Electron Corp. Uhf ch. 73 (824-830 mc); ERP 2 kw vis., 1 kw aur.; ant. height above average terrain 204.5 ft., above ground 135 ft. Estimated construction cost $34,000, first year operating cost $10,000, revenue $12,000. P.O. address Box 5570. Studio and trans. location N. Central Expressway & Arapaho Rd. Geographic coordinates 32° 57′ 09″ N. Lat., 96° 43′ 52″ W. Long. Trans. GE TT-20-A. ant. Alford 1044. Electron Corp., headed by **Mort Zimmerman**, president, owns KGDA-TV Douglas, Ariz., and KGIN-TV Grand Island, Neb. Ann. Jan. 31.

Existing tv stations

CALL LETTERS ASSIGNED

KAIL (TV) Fresno, Calif.—B. L. Golden, Elbert H. Dean and L. W. Fawns, partnership.

KAIQ (TV) San Antonio, Tex.—Southwest Texas Educational Tv Council.

KUAL-TV San Antonio, Tex.—KCOR Inc. Changed from KCOR-TV.

KTAL (TV) Texarkana, Tex.—KCMC Inc. Changed from KCMC-TV.

New am station

ACTIONS BY FCC

Fowler, Calif.—Morris Mindel. Granted 1220 kc, 250 w. P. O. address 4539 Connally Dr., W., Scottsdale, Ariz. Estimated construction cost $7,930, first year operating cost $62,000, revenue $75,000. Mr. Mindel has majority interest in KPOK Scottsdale, Ariz. Ann. Jan. 19.

Luray, Va.—Harry A. Epperson Sr. Granted 1330 kc, 1 kw, D. P. O. address Ararat, Va. Estimated construction cost $37,500, revenue $46,000. Applicant is sole owner of WBRG Lynchburg, Va. Other broadcast interests include cp in Plymouth, N. C. (WPNC) and Lawrenceville, Va. (WLES). Ann. Sept. 9.

Spokane, Wash.—Paul Crain. Granted 1280 kc, 5-kw D. P. O. address 2223 Holly Court, Great Falls, Mont. Estimated construction cost $27,400, first year operating cost $73,000, revenue $85,000. Mr. Crain, sole owner, is equal partner of KQDY Minot, N. D. and KUDI Great Falls, Mont. Ann. Jan. 19.

APPLICATIONS

Fresno, Calif.—Irving E. Penberthy. 1510 kc, 500 w D. P. O. address 6113 E. Liberty Ave. Estimated construction cost $7,750, first year operating cost $24,000, revenue $30,000. Mr. Penberthy is clergyman. Ann. Jan. 19.

Sauk Rapid, Minn.—Tri County Bcstg. Co. 800 kc, 250 w D. P.O. address Sauk Rapids, Minn. Estimated construction cost $13,650, first year operating cost $21,000, revenue $42,000. Principals include **Carl A. Nierengarten** and **Herbert M. Hoppe**, equal partners. Mr. Nierengarten owns radio-tv service company. Mr. Hoppe is employe of radio-tv company. Ann. Jan. 30.

Tupelo, Miss.—WTWV Radio. 1440 kc, 1 kw D. P.O. address Box 163. Estimated construction cost $29,100, first year operating cost $50,000, revenue $50,000. **Frank K. Spain**, sole owner, has interest in WTWV (TV) Tupelo, Miss. Ann. Jan. 19.

Existing am station

ACTION BY FCC

WGIR Manchester, N. H.—Is being advised that applications for (1) renewal of license and (2) assignment of license to **Knight Radio Inc.**, indicate necessity of hearing. Ann. Feb. 1.

APPLICATIONS

KZEY Tyler, Tex.—Cp to increase power from 250 w to 1 kw and install new trans. (690 kc). Ann. Jan. 31.

WGUN Decatur, Ga.—Cp to change studio location from 217 W. Ponce de Leon Ave., Decatur, Ga. to Ga. Hwy. #8, at Peachtree Creek, De Kalb County, Georgia and change station location from Decatur, Ga. to Atlanta, Georgia. (1010kc) Ann. Jan. 31.

CALL LETTERS ASSIGNED

WFIX Huntsville, Ala.—Huntsville Bcstg. Co. Changed from WFUN.

KSEE Santa Maria, Calif.—Cal-Coast Bcstrs.

KWCR West Covina, Calif.—Robert Burdette & Associates Inc.

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WEAS Belle Glade, Fla.—Seminole Bcstg. Co. Changed from WSWN.

WMBM Miami, Fla.—Florida East Coast Bcstg. Co. Changed from WFEC.

WFUN Miami Beach, Fla.—Rounsaville of Miami Beach Inc. Changed from WMBM.

WSIZ Ocilla, Ga.—Charles Cullis Wade. Changed from WRHT.

KBEA Mission, Kan.—Radio Station KBKC Inc. Changed from KBKC.

KCYN Idaho Falls, Idaho—Western Radio Corp. Changed from KWRA.

WEEW Washington, N. C.—WOOW Inc. Changed from WJMG.

WCNE Carnegie, Pa.—Carnegie Bcstg. Co.

WCKM Winnsboro, S. C.—Fairfield Bcstg. Co.

WRBI Winnsboro, S. C.—Robert H. Epperson.

KRAN Morton, Tex.—Morton Bcstg. Co.

KGUL Port Lavaca, Tex.—Lewis O. Seibert.

KANN Ogden, Utah—Executive Bcstg. Co.

WKTS Sheboygan, Wis.—Sheboygan Radio Inc. Changed from WKTL.

WRJC Mauston, Wis.—John D. Rice.

WAWA West Allis, Wis.—Suburbanaire Inc.

New fm station

ACTIONS BY FCC

Middletown, Conn.—Wesleyan U. Granted 88.1 mc, 10 w. P.O. address c/o John W. Macy Jr., Wesleyan U. Estimated construction cost $150, first year operating cost $2,650, revenue $3,125. Non commercial educational station. Ann. Jan. 19.

Farmville, Va.—Colonial Bcstg. Co. Granted 95.7 mc, 6.27 kw. Ant. height above average terrain 300 ft. P.O. Address Box 179. Estimated construction cost $15,801, first year operating cost $3,500, revenue $1,500. **Mrs. Carla B. Keys,** sole owner, is owner of WFLO Farmville, Va. Ann. Jan. 19.

APPLICATION

Seattle, Wash.—Eastside Bcstg. Co. 107.7 mc, 39.1 kw. Ant. height above average terrain 1117 ft. P.O. address Box 57, Kirkland, Wash. Estimated construction cost $34,618, first year operating cost $25,000, revenue $30,000. Principals include **G. A. Wilson** and **L. N. Ostrander,** equal partners. Messrs. Wilson and Ostrander own KNBX Kirkland, and have interest in KARI Blaine, both Washington. Ann. Jan. 13.

Existing fm station

APPLICATION

WKBV-FM Richmond, Ind.—Cp to change frequency from 106.5 mc, ch. 293 to 101.3 mc, ch. 267.

CALL LETTERS ASSIGNED

WEVR (FM) Miami, Fla.—F. M. Bcstg. Co. of Florida.

WVOF (FM) Tampa, Fla.—F. M. Bcstg. Co. of Florida.

WLNR-FM Lansing, Ill.—Gordon Boss & Associates.

WRSV (FM) Skokie, Ill.—M. Earlene Stebbins.

WAFM (FM) Anderson, Ind.—Civic Bcstg. Corp. Changed from WCBC-FM.

WAIV (FM) Indianapolis, Ind.—Calojay Enterprises Inc.

WTFM (FM) Babylon, N. Y.—WGLI Inc. Changed from WGLI-FM.

WAKW (FM) Cincinnati, Ohio—Pillar of Fire.

WKET-FM Kettering, Ohio—Speidel Bcstg. Corp. of Ohio.

KFMN (FM) Abilene, Tex.—Fine Music Enterprises.

KAMA (FM) Dallas, Tex.—W. B. Carver.

KWDC (FM) Houston, Tex.—Walter D. Caldwell.

WSHR (FM) Shorewood, Wis.—Great Lakes Bcstg. Corp.

Ownership changes

ACTIONS BY FCC

KIVA (TV) Yuma, Ariz.—Granted transfer of control from **Electro Investors Inc. (Harry C. Butcher** and **Floyd Odlum)** to **Bruce Merrill** (owns Antennavision Inc., proposed CATV operator in Yuma); consideration $500,000 cash or $550,000 in installments and agreement not to compete for 5 years within Yuma County, Ariz., or Imperial County, Calif. Ann. Feb. 1.

KAPP (FM) Redondo Beach, Calif. — Granted assignment of cp from **Sherman Somers** and **Robert William Crites** to latter and **George R. Gillum,** d/b under same name; consideration $2,500 by Gillum for Somers' 50% interest. Crites also owns am station KBLU Yuma, Ariz. Ann. Feb. 1.

KHOW Denver, Colo.—Granted assignment of licenses to TCA Bcstg. Corp. (owned by **Resort Airlines Inc.** which is 83.49% owned by Townsend Corp. of America, 85% interest in WKDA Nashville, Tenn., and KNOX Fort Worth, Tex.); consideration $575,000. Ann. Feb. 1.

KHQL-TV Sterling, Colo.—Granted (1) assignment of cp to **Richard B. Steuer** (interest in KTUR Turlock, Calif.); consideration $2,185; (2) mod. of cp to change vis. ERP from 28.2 kw to 1.41 kw, aur. ERP from 15.1 kw to 0.85 kw, studio and trans. location from 13 miles east of Sterling to site in that city, reduce ant. height from 770 ft. to minus 50 ft., and make equipment changes; (3) extended for six months time to complete construction. Comr. Bartley dissented. Ann. Feb. 1.

WJIL Jacksonville, Ill.—Granted assignment of cp to **Donald Earl Udey;** consideration $7,411 for expenses. Comr. Bartley dissented.

WLAP-AM-FM Lexington, Ky.—Granted (1) transfer of control and (2) assignment of licenses from **John B. Poor** to **Thoroughbred Bcstg. Co. (William R. Sweeney);** consideration $475,000 and agreement not to compete for 10 years within 25 mile area. Ann. Feb. 1.

WMIC St. Helen, Mich.—Granted assignment of license to **Chauncey G. Burke Jr., Ray Lane** and **Allison Eicher,** d/b as **BEL Enterprises;** consideration $18,074. Ann. Feb. 1.

KNDO (TV) Yakima, Wash.—Granted assignment of licenses from **Ralph Tronsrud** to **Columbia Empire Bcstg. Corp. (Leo L. Lyon,** president); consideration $194,229 including purchase price of leased property at end of lease. Most of assignee stockholders are station employees; Hugh E. Davis is majority stockholder by purchasing 33.6% for $37,500 to bring his interest to 51.10%. Two other stockholders, J. J. Weed and Weed Tv Corp., have other minor broadcast interests. By letter, denied petition by Northwest Bcstg. System Inc. (tv station KNBS) Walla Walla, to designate application for hearing. Ann. Feb. 1.

APPLICATIONS

WMGY Montgomery, Ala.—Seeks transfer of control of **Radio Montgomery Inc. Monty Wells** is transferring 13.3% total interest to **John M. Wilder,** 61.6% (presently owns 48.3% interest) for $2,200. All other holdings remain same. Ann. Jan. 31.

KRKD-AM-FM Los Angeles, Calif. — Seeks transfer of control of **Trans American Bcstg. Corp.** from **Estate of Robert Yeakel,** 24%, **Albert Zugsmith,** 20%, **John D. Feldmann** and **Frank Oxarart,** 14.5% each, **Robert Fox,** 10%, **Spanka Music Corp.,** 7%, **Sydney Sundheim** and **Albert Marks,** 3% each, and **E. L. Brooks** and **Estate of Robert Smith Sr.,** 2% each, to **International Church of Foursquare Gospel,** for $500,000. International Church of Foursquare Gospel is group headed by **Rolf K. Mcpherson,** president. Ann. Jan. 31.

KWG Stockton, Calif.—Seeks assignment of license from **KMO Inc.** to **Greater Stockton Radio Inc.** Purchase price to be determined. Greater Stockton Radio Inc. is group headed by **Riley R. Gibson,** president. Ann. Jan. 31.

WWNH Rochester, N. H.—Seeks transfer of control of **Strafford Bcstg. Corp. Anna Belinsky,** 40% (presently owns 53%) is transfering 13% interest to **Albin Malin,** 40% (presently owns 34%) and **Marcia Malin,** 20% (presently owns 13%) as gift. Mrs. Malin is daughter of Mrs. Belinsky. Ann. Jan. 31.

KRUR-TV Santa Fe, N. M.—Seeks assignment of cp from **Harrison M. Fuerst** to **K & H Tv Station** for $2,700. Principals include **Raymond F. Hayes** and **Milford Kay,** equal partners. Mr. Hayes is attorney. Mr. Kay owns mortgage company. Ann. Jan. 17.

KGAL Lebanon, Ore.—Seeks assignment of license from **Linn County Bcstg. Co.** to **Radio Wonderful Willametteland Inc.** for total sale price $150,000. Principals include **Glen M. Stadler, Alex Dreier,** and **Harry Rubenstein,** 33⅓% each. Mr. Stadler has majority interest in KEED Springfield, Ore. Mr. Rubenstein has interest in furniture company. Mr. Dreier was formerly NBC commentator. Ann. Jan. 30.

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KGAY Salem, Ore.—Seeks assignment of license from **KGAY Inc.** to **Radio Wonderful Willametteland Inc.**, for total sale price $118,260. Principals include **Glen M. Stadler, Alex Drier,** and **Harry Rubenstein,** 33⅓% each. (See KGAL Lebannon, Ore.) Ann. Jan. 30.

KBYG Big Spring, Tex.—Seeks assignment of license from **Grady F. Maples,** 40%, and **James W. Richardson,** 20%, to **R. B. McAlister,** sole owner (presently owns 40%). Purchase price is $38,000. Ann. Jan. 30.

KZZN Littlefield, Tex.—Seeks assignment of license of **Maples-McAlister Bcstg. Co.,** involving transfer of 50% interest from **Grady F. Maples** to **R. B. McAlister,** sole owner (presently owns 50% interest). Purchase price is $37,925. Ann. Jan. 30.

Hearing cases

FINAL DECISIONS

■ By memorandum opinion and order, commission granted petition by News-Sun Bcstg. Co., applicant for new fm station in Waukegan, Ill., and dismissed competing application of Hi-Fi Bcstg. Co. for new fm station in Chicago. Applicants are in consolidated hearing in dockets 12604 et al., and Hi-Fi failed to appear at prehearing conference or to explain its absence. News-Sun's motion to dismiss Hi-Fi application was denied by hearing examiner who stated he was without authority to dismiss application for this reason. In its memorandum opinion, commission stated: "While we agree with hearing examiner that he did not have authority to dismiss application at present stage of this proceeding, he could have denied application in his initial decision for failure to prosecute. Hence, filing of instant petition was not essential. While we recognize that petitioner may have regarded dismissal of Hi-Fi's application at present stage of proceeding as desirable in order to avoid necessity of preparing engineering exhibits, etc., with reference to Hi-Fi's application, such considerations should be weighed by prospective petitioners against additional burdens imposed upon commission by filing of petitions which are not absolutely essential." Ann. Feb. 1.

■ By memorandum opinion and order, commission granted petition by Harry A. Epperson Sr., removed from consolidated proceeding in dockets 13717 et al., and granted his application for new am station to operate on 1330 kc, 1 kw, D, in Luray, Va. Ann. Feb. 1.

STAFF INSTRUCTIONS

■ Commission on Feb. 1 directed preparation of document looking toward denying petitions by Huntington-Montauk Bcstg. Co., for rehearing and reconsideration of July 20, 1960 decision which granted application of Riverside Church in City of New York for new class B fm station to operate on 106.7 mc in New York, N. Y., and which denied application by Huntington-Montauk for like facility in Huntington, Long Island, N. Y. Ann. Feb. 1.

■ Commission on Feb. 1 directed preparation of document looking toward denying petition by KEED Inc., for reconsideration and rehearing of July 27, 1960 decision which granted application of Liberty Tv Inc., for new tv station (KEZI-TV) to operate on ch. 9 in Eugene, Ore., and which denied competing application of KEED Inc. Ann. Feb. 1.

■ Commission on Feb. 1 directed preparation of document looking toward (1) granting petition by Radio American West Indies Inc., to dismiss without prejudice its application for new tv station to operate on ch. 8 in Christiansted, St. Croix, V. I., and (2) granting application of Supreme Bcstg. Co., of Puerto Rico, for same facility. Nov. 8, 1960 initial decision looked toward this action. Ann. Feb. 1.

■ Commission on Feb. 1 directed preparation of document looking toward denying application of WPGC Inc., for mod. of license to change main studio location of WPGC (1580 kc, 10 kw, DA, D) from Morningside, Md., to Washington, D. C. Oct. 12, 1960 initial decision looked toward granting application. Ann. Feb. 1.

INITIAL DECISIONS

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of David L. Kurtz for new class B fm station to operate on 101.1 mc, ERP 9.4 kw, ant. height 128 ft., in Philadelphia, Pa. Ann. Jan. 30.

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of S & S Bcstg. Co. to change operation of WWAQ La Grange, Ill., on 1330 kc from 500 w, DA-N, unl., to 500 w-N, 1 kw-LS, DA-2. Ann. Jan. 30.

■ Hearing Examiner Annie Neal Huntting issued initial decision looking toward (1) setting aside July 27, 1960 action which granted applications of J. R. Karban for two new tv translator stations on chs. 71 and 76 to serve Rhinelander, Wis., by translating programs of WFRV (ch. 5), Green Bay, and WSAU-TV (ch. 7), Wausau, and for mod. of cps for stations W73AD and W80AC, Rhinelander, to reduce ERP from 142 w to 107.52 w, relocate translators to ¾ mile south of Rhinelander and change transmission line and antenna system, and (2) granting applications upon condition that permittee shall forthwith cancel agreement which he has negotiated with nine repair and retail outlets in Rhinelander, Wis., area restricting sale and repair of uhf tv receivers or converters to or for persons who do not subscribe to the tv translator system operated by permittee and that permittee shall not thereafter operate under or enter into any contract, arrangement or understanding with repair or retail outlets in Rhinelander area which prohibits sale or repair of uhf tv receivers, converters, or apparatus used in connection therewith, to or for persons who do not subscribe to tv translator system operated by permittee. On Sept. 20, 1960, commission, on protest and petition for reconsideration by Rhinelander Tv Cable Co., designated Karban applications for hearing but did not stay effectiveness of July 27 grants; protestant did not appear at hearing session and was held in default. Ann. Jan. 31.

■ Hearing Examiner H. Gifford Irion issued supplemental initial decision looking toward granting application of Northside Bcstg. Co. for new am station to operate on 1450 kc, 250 w, unl., in Jeffersonville, Ind., conditioned that permittee shall submit prior to authorization of program tests complete NON-DA proof of performance to establish that radiation has been limited to substantially 75 mv/m for power of 250 watts, as proposed. Ann. Jan. 31.

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of WTSP-TV Inc. for new tv station to operate on ch. 10 in Largo, Fla., and denying competing applications of Florida Gulfcoast Bcstrs. Inc., City of St. Petersburg, Fla. (WSUN-TV) Suncoast Cities Bcstg. Corp., Tampa Telecasters Inc., and Bay Area Telecasting Corp. Ann. Feb. 1.

OTHER ACTIONS

■ Commission on January 26 granted petition by Community Telecasting Service (WABI-TV) Bangor, Maine, and extended to Feb. 13 time to file reply comments in tv rulemaking proceeding involving Bangor, Presque Isle, Calais, and Augusta, all Maine. Ann. Jan. 27.

■ By memorandum opinion and order, commission denied petition by New Bcstg. Co., for reconsideration or deletion of issues in proceeding on applications of Herbert Muschel, Independent Bcstg. Co., and New Bcstg. Co., for new fm stations in New York, N. Y. Chmn. Ford and Comr. Lee dissented; Comr. Hyde and King not participating. Ann. Feb. 1.

■ By order, commission dismissed as moot request by Valley Telecasting Co. for mod. of issues in proceeding on its application (since dismissed) and that of Central Wisconsin Tv Inc., for new tv stations to operate on ch. 9 in Wausau, Wis. Ann. Feb. 1.

Routine roundup

ACTIONS ON MOTIONS
By Commissioner T. A. M. Craven

■ Granted petition by Broadcast Bureau and extended to Jan. 24 time to file exceptions to initial decision in proceeding on application of Martin Karig for am facilities in Johnstown, N. Y. Action Jan. 27.

■ Granted petition by Broadcast Bureau and extended to Jan. 23 time to file petition for review of chief hearing examiner's memorandum opinion and order, issued Jan. 5, which granted petition of Metropolitan Tv Co. for intervention in proceeding on am

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pplications of Bernalillo Bcstg. Co., Albuquerque, N. M., et al. Action Jan. 27.

■ Granted petition by Dornita Investment Corp., and extended to Jan. 31 time to file oppositions to petition by Abilene Radio and Tv Co., for enlargement of issues with respect to Dornita and E. C. Gunter in San Angelo, Tex., tv ch. 3 proceeding. Action Jan. 27.

■ Granted petition by Broadcast Bureau and extended to Feb. 15 time to file exceptions to initial decision in proceeding on application of Spartan Radiocasting Co. (WSPA-TV) Spartanburg, S. C. Action Feb. 27.

■ Granted petition by Broadcast Bureau and extended to Feb. 13 time to file exceptions to initial decision in Biloxi, Miss., tv ch. 13 remand proceeding. Action Jan. 30.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Sierra Tv Co. to extent that it seeks dismissal of its application for new tv station to operate on ch. 4 in Reno, Nev.; dismissed application with prejudice. Application was consolidated for hearing with dockets 13676, 13679. Action Jan. 25.

■ Scheduled hearings in following proceedings on dates shown: Feb. 28: (tv protest) American Colonial Bcstg. Corp. (WKBM-TV) Caguas, P. R., and American Colonial Bcstg. Corp. (WSUR-TV) Ponce, P. R.; March 30: United Bcstg. Co., and Puritan Bcstg. Service Inc., for new fm stations in Beverly and Lynn, both Massachusetts. Actions Jan. 25, Columbia, S. C., tv ch. 25 proceeding, March 28: am applications of Marshall Rosene, Celina, and Court House Bcstg. Co. (WCHI) Chillicothe, Ohio. Actions Jan. 26.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Broadcast Bureau and continued from Jan. 23 to Jan. 25 date to file proposed findings in proceeding on applications of Brandywine Bcstg. Corp., Boyertown Bcstg. Co., and Dinkson Corp., for am facilities in Media, Boyertown, both Pennsylvania, and Hammonton, N. J. Action Jan. 25.

■ Scheduled hearing conference for Feb. 14 in proceeding on applications of A. S. Riviere and Radio Georgia for new am stations in Barnesville and Thomaston, both Georgia. Action Jan. 25.

■ Granted motion by Kansas Bcstrs. Inc., and continued from Feb. 1 to March 6 and from Feb. 16 to March 20 to file proposed findings and replies in proceeding on its application and that of Salina Radio Inc., for am facilities in Salina, Kans. Action Jan. 30.

■ Granted motion by Harriscope Inc., and continued Feb. 6 hearing to Feb. 8 in Reno, Nev., tv ch. 4 proceeding. Action Jan. 30.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Inter-Cities Bcstg. Co. and continued from Jan. 16 to Feb. 20 date for any rebuttal engineering exhibits to be furnished by Inter-Cities to other parties and to examiner, and from Jan. 30 to March 13 for hearing in proceeding on Inter-Cities' application for am facilities in Livonia, Mich. Action Jan. 24.

■ Formalizing agreements made on record at Jan. 24 prehearing conference, continued Jan. 27 hearing to Feb. 6 in proceeding on applications of Audiocasting of Texas Inc., and Horace K. Jackson Sr., for am facilities in Waco and Gatesville, both Texas. Action Jan. 30.

By Hearing Examiner Charles J. Frederick

■ Scheduled further hearing for group 6 for Feb. 9 in proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al. Action Jan. 24.

■ Scheduled further hearing for Feb. 27 in New Orleans, La., tv ch. 12 proceeding (Coastal Tv Co., et al). Action Jan. 24.

■ Granted petition by Columbia River Bcstrs. Inc, and continued Jan. 2 hearing to March 23 in proceeding on its application for am facilities in Mt. Vernon, Wash., et al. Action Jan. 27.

By Hearing Examiner Millard F. French

■ Granted petition by Green County Bcstg. Co., and continued Feb. 1 hearing to Feb. 8 in proceeding on its application and that of Norman A. Thomas for am facilities in Greeneville, Tenn. Action Jan. 26.

By Hearing Examiner Walther W. Guenther

■ On own motion, corrected in various respects transcript of record in proceeding on application of Peoples Bcstg. Corp. for fm facilities in Trenton, N. J. Action Jan. 24.

■ Pursuant to agreement of counsel and on examiner's own motion, scheduled, among other dates to govern proceeding, further hearing for April 17 in Wilmington, Del., tv ch. 12 proceeding. Action Jan. 24.

■ Scheduled further prehearing conference for Jan. 26 in proceeding on am applications of Radio Carmichael, Sacramento, Calif., et al. Action Jan. 25.

■ Granted request by Washington State University and extended from Jan. 26 to Feb. 2 and Feb. 9 to Feb. 16 time to file proposed findings and replies in proceeding on its application for renewal of license of station KWSC (& Aux.) and for mod. of license of KWSC Pullman, Wash., and First Presbyterian Church of Seattle, Washington for renewal of license of KTW Seattle, Wash. Action Jan. 25.

■ Pursuant to agreements reached by all participants at Jan. 26 further prehearing conference in proceeding on am applications of Radio Carmichael, Sacramento, Calif., et al., scheduled, among other procedural dates, hearing for Feb. 28. Action Jan. 26.

By Hearing Examiner Annie Neal Huntting

■ Granted motion by Sheridan Bcstg. Co., (KROE) Sheridan, Wyo., and continued prehearing conference from Feb. 2 to Feb. 10 in proceeding on its am application. Action Jan. 30.

By Hearing Examiner H. Gifford Irion

■ Granted petition by New Bcstg. Co., to extent that it requests an extension of hearing date in proceeding on its application for am facilities in New York, N. Y., et al.; continued Feb. 27 hearing to March 20. Action Jan. 24.

■ Denied petition by Franklin Mieuli (KHIP) San Francisco, Calif., to postpone hearing and require use of 1960 Census data in proceeding on its fm application, et al., which is consolidated for hearing with dockets 13805 et al. Action Jan. 27.

■ Scheduled hearing for Feb. 8 in proceeding on am applications of WDSR Bcstg. Inc. (WDSR) Lake City, Fla., et al. Action Jan. 27.

By Hearing Examiner David I. Kraushaar

■ Closed record in proceeding on am applications of Booth Bcstg. Co. (WIOU) Kokomo, Ind., et al., and deferred all further procedures before hearing examiner pending further order. Action Jan. 25.

■ On own motion, scheduled prehearing conference for Feb. 7 in proceeding on applications of American Colonial Bcstg. Corp. (WKBM-TV) Caguas, and (WSUR-TV) Ponce, P. R. Action Jan. 30.

By Hearing Examiner Forest L. McClenning

■ Subject to provisions of sec. 1.148 of rules, corrected in various respects the transcript of record in proceeding on applications of Newport Bcstg. Co. and Crittenden County Bcstg. Co. for am facilities in West Memphis, Ark. Action Jan. 25.

■ Granted petition by Beacon Bcstg. System Inc., and continued from Jan. 30 to Feb. 14 and from Feb. 6 to Feb. 28 to file proposed findings and replies in proceeding on its application and that of Suburban Bcstg. Co., for am facilities in Grafton-Cedarburg and Jackson, both Wisconsin. Action Jan. 30.

By Hearing Examiner Herbert Sharfman

■ On request of Pier San Inc., further extended from Jan. 27 to Feb. 1 and from Feb. 10 to Feb. 15 time to file proposed findings and replies in proceeding on its application for new am station in Larned, Kans., et al. Action Jan. 27.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement of parties at Jan. 26 prehearing conference, continued Feb. 21 hearing to March 6 in proceeding on application of Cherokee County Radio Station for am facilities in Centre, Ala. Action Jan. 26.

More Than

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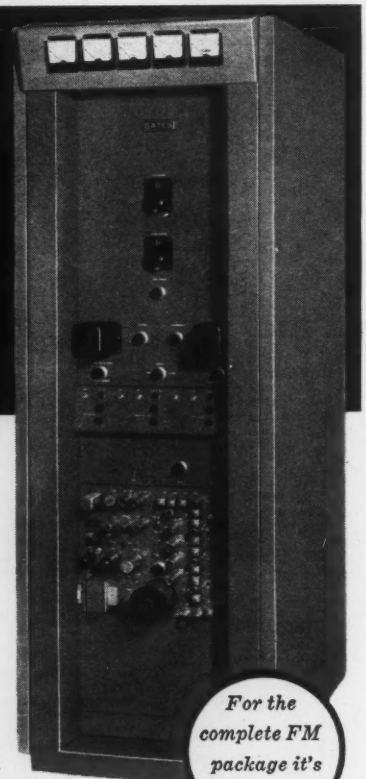

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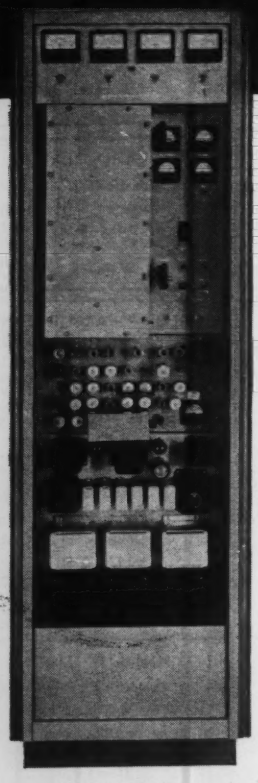

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shipment of any ITA-FM transmitter can be made in 30 days or less.

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while priced competitively ITA transmitters are made with the finest quality standard components and offer these "extras"—

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INDUSTRIAL TRANSMITTERS AND ANTENNAS, INC.
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BROADCAST ACTIONS
by Broadcast Bureau

Actions of January 27

KFRA Franklin, La.—Granted mod. of cp to change ant.-trans. and studio location; and extension of completion date to May 29.

WHPL Winchester, Va.—Granted mod. of cp to make changes in DA pattern.

Actions of January 26

WBAC Cleveland, Tenn.—Granted acquisition of positive control by **James S. Ayers** through purchase of stock from **Charles B. Britt.**

WHKP-FM Hendersonville, N. C.—Granted cp to decrease ERP to 7.8 kw.

KTOY (FM) Tacoma, Wash.—Granted cp to make changes in ant. system; increase ERP to 4 kw; and decrease ant. height to 160 ft.

WSNJ-FM Bridgeton, N. J.—Granted cp to install trans. (old main trans.) at main trans. site as aux. trans.

WGY Schenectady, N. Y.—Granted cps to install new trans.; install new trans. (main trans. location) as aux. trans.

KOST (FM) Dallas, Tex.—Granted mod. of cp to change trans. type ant.; and increase ERP to 17 kw.

WFAU-FM Augusta, Maine—Granted mod. of cp to change type trans. and type ant.

WRAL-FM Raleigh, N. C.—Granted mod. of cp to change trans. and install new type ant.; engineering condition.

WISN-FM Milwaukee, Wis.—Waived Sec. 3.205(a) of commission's rules to permit establishment of main studio outside corporate limits of Milwaukee, Wis.

KALV Alva, Okla.—Granted extension of authority to April 30 to sign-off at 7 p.m. daily except for special events.

■ Following stations were granted extensions of completion dates as shown: WMLW (FM) Milwaukee, Wis. to July 11; KOST (FM) Dallas, Tex. to May 21; WFAU-FM Augusta, Maine to July 11; WSJC Magee, Miss. to April 8; WAVY-FM Portsmouth, Va. to May 18; KBGN-FM Caldwell, Idaho to February 15.

Actions of January 25

WAVY-AM-FM-TV Portsmouth, Va. — Granted transfer of control from **J. Glen Taylor** and 10 others as voting **trustees** to **J. Glen Taylor**, et al., **stockholders.**

KWWL Waterloo, Iowa—Granted license covering increase in nighttime power and make changes in nighttime DA system.

WFTC Kinston, N. C.—Granted mod. of license to change name of **WFTC Inc.**

WFMX (FM), WSIC Statesville, N .C.—Granted mod. of licenses to operate trans. by remote control.

WKTG Thomasville, Ga.—Granted mod. of license to change name of licensee to **Bolling Branham** and **Eunice M. Martin** d/b under same name.

KBRS Springdale, Ark.—Granted cp to make changes in ant. system (increase height and mount remote pickup antenna on KBRS tower); conditions.

KJOY Stockton, Calif.—Granted cp to install new trans.

WKIX Raleigh, N. C.—Granted cp to install new trans.

KBEE-FM Modesto, Calif.—Granted cp to install new ant. and decrease ERP to 10.5 kw.

WFIN Findlay, Ohio—Granted cp to install new trans.

WPRS Paris, Ill.—Granted cp to install old main trans. (main trans. location) as aux. trans.

WKIX Raleigh, N. C.—Granted mod. of cp to change type trans.

KROW (FM) Houston, Tex.—Granted mod. of cp to install new trans.

KVOP-FM Plainview, Tex.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: WATN Watertown, N. Y. to July 13; KCAL-FM Redlands, Calif. to June 8; KROW (FM) Houston, Tex. to May 29; WYSR Franklin, Va. to April 30; KTBC-FM Austin, Tex. to February 20; WOSC-FM Fulton, N. Y. to July 25; WTXL West Springfield, Mass. to March 11.

Actions of January 24

■ Waived Sec. 4.709(b) of rules and granted STA for following vhf tv repeater stations: West End T. V. Club, ch. 4, DeBorgia and Haugen, both Montana (KXLY, ch. 4, Spokane, Wash.); Paisley Tv Inc., ch. 6, Paisley, Ore. (KOTI, ch. 2, Klamath Falls, Ore.); Pegram Tv Community Booster, ch. 7, Pegram Community, Idaho (KID, ch. 3, Idaho Falls, Idaho); White Bird Tv Club, chs. 2, 3, 4, 6, White Bird Community, Idaho (KREM, KLEW, KXLY, KHQ, chs. 2, 3, 4, 6, Spokane, Wash. and Lewiston, Idaho); Sterling, Colorado Tv Booster Committee Inc., chs. 13 and 11, Logan County, Colo. (KBTV, ch. 9, and KLZ-TV, ch. 7, both Denver, Colo.); Orchard Ranch Ltd., ch. 4, Orchard Ranch Ltd. (KTWO, ch. 2, Casper, Wyo.).

KXLF Butte, Mont.—Granted assignment of license to **Garryowen Butte Radio Inc.**

KXLF-TV Butte, Mont.—Granted assignment of licenses to **Garryowen Butte T. V. Inc.**

KLYN-FM Lynden, Wash.—Granted assignment of cp to KLYN-FM Inc.

KOOK-AM-TV Billings, Mont. — Granted transfer of control from **Joseph S. Sample** to **Garryowen Bcstg. System.**

WMSC Columbia, S. C.—Granted mod. of license to change studio location and remote control point (while using non-DA.).

WNBS Murray, Ky.—Granted cp to install new trans.

WALG Albany, Ga.—Granted cp to install new trans.

WLKW Providence, R. I.—Granted cp to install new trans. (main trans. location) as aux. trans.

KTIL Tillamook, Ore.—Granted cp to install old main trans. (main trans. location) as aux. trans.; and cp to install new trans.

WQSY Solvay, N. Y.—Granted mod. of cp to change type trans. and specify studio location (trans. location).

WDSU New Orleans, La.—Granted mod. of cp to change type trans.

WGHC Clayton, Ga.—Granted mod. of cp to change type trans.

WEXL Royal Oak, Mich.—Granted mod. of cp to change type trans.

WERI-FM Westerly, R. I.—Granted mod. of cp to change type trans.

KBUN Bemidji, Minn.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: WMAQ Chicago, Ill. to April 1; KNBC San Francisco, Calif. to April 1; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending antitrust matters; and to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act; WDSU New Orleans, La. to March 25; KUGN Eugene, Ore. to February 26; WSOR Windsor, Conn. to February 28; KBZY Salem, Ore. to March 1.

Actions of January 23

■ Granted licenses for the following am stations: WKPR Kalamazoo, Mich.; KZON Tolleson, Ariz.; KBGN Caldwell, Idaho; WMSK Morganfield, Ky., and specify studio (same as transmitter) (no remote control); KRVC Ashland, Ore.; KTDO Toledo, Ore.

■ Granted licenses for following noncommercial educational fm stations. WGUC Cincinnati, Ohio; KHSC Arcata, Calif.

WCUB Manitowoc, Wis.—Granted license covering installation of new trans.

KORK Las Vagas, Nev.—Granted license covering installation of new trans.

KZOL Farwell, Tex.—Granted license covering change of ant. trans. and studio location, make changes in ground system and change station location.

WONW Defiance, Ohio—Granted license covering increased daytime power and installation of new trans.

WFHR Wisconsin Rapids, Wis.—Granted license covering changes in daytime ant. system.

WVNJ Newark, N. J.—Granted license to use old main trans. as alternate main trans. (main trans. location).

WBNS Columbus, Ohio—Granted licenses covering installation of new trans.; and installation of old main trans. as aux. trans. (main trans. location).

WEEU Reading, Pa.—Granted license covering use of old main trans. as alternate main trans. with remote control operation while using DA-N.

KGHL Billings, Mont.—Granted license covering installation of new trans.

WIRE Indianapolis, Ind.—Granted mod. of licenses to operate main trans. by remote control while using DA (DA-N); conditions;

Continued on page 99

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
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- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

You may be an assistant, or a full-fledged sales manager, who is old fashioned enough to believe in loyalty to your employer, but young enough to have initiative and real talent for selling yourself and your station. One reason you would leave your present job is because you find little opportunity for advancement. You have had some years of radio sales experience, and have a fair knowledge of station operation. If this sounds like you, there is a real opportunity here with an old, established 5000 watt, CBS affiliate in an eastern area. You would oversee local sales, and handle regional and national sales yourself. If you know you can meet these requirements, give full particulars, along with snapshot, in first letter. Box 390D, BROADCASTING.

Wanted—dynamic, ambitious aggressive man 30-40, well educated, at least ten years continuous radio experience, keen knowledge of all phases except engineering, outstanding record in sales and sales management. He will be paid in area of $20,000 functioning as right arm to head of crack properous station in one of midwest's best markets and will be stockholder in any further acquisition of broadcasting properties. Box 642D, BROADCASTING.

Negative control and management available in long-established, fulltime station. Purchaser should be seasoned broadcaster who can supervise every department with emphasis on sales and promotion. Opportunity becomes available only because of serious illness. $75,000 adequate. Write complete details and date for interview to Box 744D, BROADCASTING.

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

Major group operation going FM—If you have been contemplating a move toward the larger futures of our industry—why not consider the future of FM radio with major group benefits? Send full resume Box 831D, BROADCASTING.

Manage the #1 station in this city. 5,000 watts AM midwest. Prefer family man. Send resume and picture. Box 888D, BROADCASTING.

Manager—Man we want is now manager or sales manager of small medium market station. He is use to working hard, he is primarily a salesman, but is interested in growing market with future partial ownership. Market has best potential in middle south area. Box 905D, BROADCASTING.

Sales

Excellent opportunity for good producer. Multiple chain. $6000 plus. Top Washington, D. C. indie. Southerner preferred, but not essential. Box 648D, BROADCASTING.

Representatives wanted. Major tv and FM transmitter manufacturer seeking representatives to sell tv and FM transmitters to the broadcast industry. Only those selling to the broadcast industry with companion items need apply. Good opportunity! Reply to Box 708D, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Would you like to sell and announce for a station in Virginia that follows an adult format. If you are an experienced salesman looking for a sound future, send your resume and tape to Box 734D, BROADCASTING.

Top-rated, 5,000 watt, independent, good southeastern market, seeking aggressive, creative salesman. Guaranteed salary plus commission. Must have management potential and keen desire to succeed. Send resume to Box 752D, BROADCASTING.

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Aggressive salesman needed to reap a harvest of accounts in large Ohio market with new fulltime fm station. Salary unlimited for the right man. Resume and references to Box 775D, BROADCASTING.

Major group operation going FM—Have you been in FM radio sales awaiting a major break with group operation. Proven AM operations now going FM separate programming. Lets look at your past record—will pay equal to your ability with management as next step. Box 832D, BROADCASTING.

Vicinity Cleveland. Opportunity for professional salesman, with 3 years full-time radio sales experience, to attain above average earnings on 15-percent commission. Guarantee $500 per month until commissions average more. Five-figure potential. 25-45. Include complete resume and photo. All replies confidential. Write Box 867D, BROADCASTING.

Keep your job! Easily earn $100 or more a week. Show fantastic new robot! It moves . . . it talks . . . it sells! Absolutely unique. Spark radio sales . . . increase personal profits! Write: Box 872D, BROADCASTING.

Salesman-business manager. Age 30-40 for large metropolitan California fulltimer. Strength in selling and leadership essential. Generous earnings with outstanding opportunity for alert, aggressive man to demonstrate he is worth more. Write description of experience, background, references to Box 873D, BROADCASTING.

Radio time salesman, must be experienced, for southeastern station. Must be hustler to handle established and new accounts. $100.00 weekly salary plus incentives. Send complete details of experience, education, age, photo, etc. Box 875D, BROADCASTING.

Experienced radio time salesman no announcing. Must furnish excellent credit references, personal references, and job work record. Family man wanting permanent location who loves to sell country music radio in competitive market. Personal interview required . . . write Walt Lawson, KPEP, Box 1350, San Angelo, Texas.

Have good oportunity for hustling salesman. KWRT, Boonville, Missouri.

1000 watt daytime station in most solid market in Hudson Valley has opening for experienced salesman at 13-week guarantee of minimum of $100. Write WGHQ, Box 427, Uptown Post Office, Kingston, N. Y.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Help Wanted—(Cont'd)

Announcers

DJ with good mature voice and friendly, enthusiastic aproach. Must be able to sell. Good pay for right man. Experience mandatory. Send tape, resume and salary requirements to Box 534D, BROADCASTING.

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

News man with authoritative delivery, reporter, writer, good opportunity in wages for midwestern full time station. Immediate opening. Send tape, resume, and references. Box 561D, BROADCASTING.

Announcer with first class ticket wanted for Michigan 5 kw. Send details first letter to Box 608D, BROADCASTING.

Virginia daytime operation with adult format has opening for an experienced announcer. Station located in college community. Salary open. Send resume and tape to Box 735D, BROADCASTING.

Top rated Florida station with tv affiliate wants good dj with commercial spot production experience and ability. Not top 40 format. Send complete tape, experience, and picture to Box 736D, BROADCASTING.

Availability midwestern daytimer needs announcer-engineer. Small city offers good life for your family. We offer good pay and plenty of future for you. You bring good voice, mature attitude. First phone ticket. Write Box 754D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Big chance to make a big name in the big city on a big station in America's 6th largest market. Sense of humor and dig modern radio. Tape, resume to Box 792D, BROADCASTING.

Experienced, professional c&w personality who can show record of sales drive and audience. Complete resume, tape, picture. $520 plus commission. Chicagoland. Box 859D, BROADCASTING.

Announcer wanted for middle Atlantic station. A basic good voice is required. Salary depends on ability. Write Box 874D, BROADCASTING.

Announcer-engineer combo for job on nice little station in southeast. Good working conditions and good pay for man who can announce and do maintenance. Must have first class license. Send audition and details. Box 876D, BROADCASTING.

Announcer needed immediately; with ability, short on talk to program good music. Experience unimportant for right man. Send audition, resume, picture, reference, telephone number with first letter. Box 881D, BROADCASTING.

Announcer—from Iowa, Illinois or Missouri, for mid-west medium market. Station format sweet, soft and standards. Married, good credit. Start $475 per month. Send photo and details including present air schedule. Box 892D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Northern Ohio daytimer in small market needs staff announcer. Able to do dj work and news. Some experience necessary but ability more important. Send tape photo and resume with references to Box 896D, BROADCASTING.

Swingin' D.J. needed for progressive Virginia top 100 station. Must be able to help us make punch commercials. Send tape, resume and salary requirements. Box 909D, BROADCASTING.

Announcer-1st phone, familiar with concert records, fulltime opportunity with growing N.E. network operation. Tape, resume to: Box 288, Boston 54, Mass.

Wanted immediately: Top morning man, must be experienced pro and family man. 40 hours, $600 month. You're off at 12:30 p.m. to hunt, fish or ski in Oregon vacationland. Personal interview required. KGRL, Bend, Oregon. EV 2-5611.

Immediate opening. Staff announcer for 1 kw daytimer. No top 40. Must have experience, good voice, and record that can be checked thoroughly. Send tape, photo, and resume. Radio Station KSIS, Sedalia, Missouri.

Opening for capable announcer-newsman. Good opportunity. KWRT, Boonville, Missouri.

First phone announcer immediate opening 60 miles from New York City. WBNR, Beacon, N. Y.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Experienced midwest announcer for early opening at adult format daytimer. Personal interview required. Apply William Holm, WLPO, LaSalle, Illinois.

Two immediate openings. Announcer-engineer and news director. Fully paid pension plan, excellent working conditions and other benefits for right men. WNNJ, Newton, New Jersey.

Announcer! Opportunities in many markets for experienced broadcasters. Tapes (include return postage) and resumes before interviews. Contact Paul Baron, Broadcast Manager, Lennox Personnel Agency, 630 Fifth Avenue, New York 20, New York.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Chief engineer for northeast group daytimer. Mechanical as well as electronic experience. Excellent company benefits, security. Starting $85. Box 751D, BROADCASTING.

Engineer-announcer—must have 1st phone. Limited announcing duties. Prefer married man. Will take beginner. $80.00 to start with all normal benefits. Xmitter duty. Midwest small market operation. Write Box 825D, BROADCASTING.

1st class engineer needed about March 1st to put and keep new directional daytimer on air major New York market. Must be good technician. Combo work secondary. Box 833D, BROADCASTING.

Well established central Illinois AF-FM station will need chief engineer plus regular engineer soon. Maintenance, particularly FM and multiplexing important. All benefits. Replies confidential. Reply Box 838D, BROADCASTING.

Chief engineer. Must be good maintenance man familiar with AM and FM repairs. Write Box 903D, BROADCASTING.

KANA Radio Station, Anaconda, Montana needs first class chief engineer-announcer immediately. Contact Station Manager.

First phone, announcer preferably. KTFI, Twin Falls, Idaho.

Help Wanted—(Cont'd)

Technical

Combo engineer-announcer for 1 kw, DA-D station, central Michigan, experienced man only—good salary and working conditions. Send resume to: WJUD, Box 276, St. Johns, Michigan.

Chief engineer with announcing or sales experience. 5 kw, daytimer, small market. Starting salary, $90. WMSJ, Sylva, N. C.

First phone for maintenance of modern kilowatt daytime in southern Maine. Ideal place to settle in 15,000 population. No drifters. Must have interest in local news or show. Phone 2464 or write WSME, Sanford, Maine.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production-Programming, Others

Immediate opening in production department on top-rated midwestern station for creative writer with good commercial voice. Send tape and resume immediately to Box 512D, BROADCASTING.

Newsman strong on delivery and rewrite wanted for million market station. Send tape and resume to Box 795D, BROADCASTING. $85 a week to start.

Production-public affairs director. Established 1 kw daytimer, excellent frequency with fulltime FM in major mid-Atlantic market. Adult music format, strong regional news. Rush full details including salary requirement. Box 855D, BROADCASTING.

P.D.-announcer thoroughly grounded in small station operations. Please furnish complete details of qualification, family status, tape and photo. Midwest medium market. Box 860D, BROADCASTING.

Newsman midwest radio tv operation has opening for sharp morning newsman able to handle both reporting and on-air work. Box 887D, BROADCASTING.

Traffic girl—Midwest station. Send complete details and recent snapshot to Box 907D, BROADCASTING.

Editor for new music/radio trade publication. Must have top market pop station PD experience or equivalent. Knowledge journalism, capable planning and developing programming editorial. Challenging position. Write qualifications and photo. Location: N.Y.C. Box 914D, BROADCASTING.

News director for midwest farm station. Accent on local news. Must gather, edit, air with authority. Salary open for right man. Frank Fitzsimonds or Jim Wanke. KABR, Aberdeen, South Dakota.

News director—opportunity for experienced radio newsman with pioneer station—No. 1 in market for radio news coverage. Salary open. Send background, copy, and photo to WFDF, Flint, Michigan.

Midwest news reporter, writer, capable of directing exciting news organization. Personal interview required. Apply William Holm, WLPO, LaSalle, Illinois.

Help! John Carden . . . whatever you are . . . Frosty needs you!

RADIO

Situations Wanted—Management

Manager with years successful experience. Mature family man interested in small or medium market. Will consider new stations. Also distress stations. Offer must be right, and include chance for future investment. Box 685D, BROADCASTING.

Manager/commercial manager: 12 years executive experience. Heavy sales. Mature, civic, family man. $10,000 minimum. Box 835D, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Management: Fifteen year successful management and sales record. Now employed radio station, sale of which being negotiated. Bonafide credentials, references, excellent reputation, and proven sales record. Box 846D, BROADCASTING.

Two-man team, 29 years combined experience, all phases, radio and tv, desires position as manager and sales manager radio or tv. Best of references. Personal interviews preferred. Box 885D, BROADCASTING.

General manager with 14 years experience. All phases of radio-tv. Former owner-manager. Would prefer small to medium market in Ohio, Indiana, Illinois. Family man, best references with proven record. Might invest. Box 900D, BROADCASTING.

Manager available Spring. Mature, with heavy combined management-sales background. Twelve years management. Want complete responsibility. Know all phases. Active in community and media organizations. Highest personal, credit and radio references. Now selling successful 3-year business. Write Box 913D, BROADCASTING.

Sales

Sales manager for small to medium market or salesman for large. 12 years experience. Excellent sales record and references. Civic leader. Prefer southeast. Box 836D, BROADCASTING.

Need help? Experienced salesman with $5000 to invest will bolster billings. Know management, news, announcing. Write and we both make money. Box 882D, BROADCASTING.

Top salesman—good announcer looking for position in Florida—but will consider all offers—good tight production. Also: can do sportscasting. Nick Ayres, 6 Birch Hill Road, Great Neck, N. Y., HUnter 2-5244.

Announcers

Experienced radio newscaster wishes to advance. Currently news director at 5000 watter in major upper midwest market. Authoritative voiced announcer. Age 28; married and family. Present salary $150 a week. Box 796D, BROADCASTING.

Announcer—married, dependable sell, authoritative news, "easy style" DJ—College grad looking for first position with future. Box 819D, BROADCASTING.

Communicator, 7 years experience, former PD. Bright, cheerful, experienced and creative showman. Want permanent location for family. Strong music, production, news. Tape etc., upon request. Box 834D, BROADCASTING.

Single, veteran, beginner school trainees, will relocate. Tape, resume available. Box 844D, BROADCASTING.

Announcer, young, realistic, ambitious. Cheerful adult music, news. Experienced. Tape. Box 849D, BROADCASTING.

Experienced young announcer desires to relocate because of new management. Box 850D, BROADCASTING.

I need your help! Negro. Announcing school grad. Modern touch. Please rescue. Box 852D, BROADCASTING.

Single, 21, vet, mature and reliable. Hard, serious worker desires start in radio. Strong on news and commercials. Humorous D.J., good copy writer. Prefer midwest or California. Tape, resume, photo. Box 857D, BROADCASTING.

Personality-DJ. Bright, cheerful, experienced. Creative showman. References, tape available. Box 848D, BROADCASTING.

Gal announcer, employed at 5 kw network affiliate wishes to relocate. Experienced in general air work, women's programs, production commercials. Box 862D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, single, 18 months experience, willing to travel. Some sales experience. Box 864D, BROADCASTING.

First phone announcer, production man. Some maintenance okay. Seven years experience. Likes Rocky Mountains. Box 868D, BROADCASTING.

Attention top 40's. Currently employed rockin' dj. Desires move up! Box 871D, BROADCASTING.

Compatible sound—for "living" radio. Experience; 1st F.C.C. Box 878D, BROADCASTING.

Young Negro dj-announcer, graduate of professional announcing school, some experience, ready to move. Box 879D, BROADCASTING.

New York City area. Deejay adult personality. Widely traveled; intelligent. Excellent background radio/tv news, sports, interviews, emcee, moderator. Finest references. Creative, conscientious, family. Bayside 5-7039. Box 890D, BROADCASTING.

Negro announcer-dj. Experienced, young, fast board, production minded. Presently employed. Tape, resume. Box 891D, BROADCASTING.

Announcer-dj, experienced, fast board, good ad lib. Wants to settle, not a drifter. Prefers east. Box 893D, BROADCASTING.

Experienced, matured, professional radio-tv announcer, preferably radio, as experience greater. Not a screamer—no top 40. Box 894D, BROADCASTING.

One of Chicago's top radio and tv personalities, currently free lancing, looking for a steady staff job in major market. Twenty-two years in all facets of the field. Pleasing personality and voice, middle of the road music. Box 895D, BROADCASTING.

Survey provin' Top rated afternoon Pennsylvania disc-jockey. Seeking advancement possibility position. Can work all operations. Married. Box 901D, BROADCASTING.

Bright, versatile, willing roll up sleeves, sell, announce, news reportage, sports, production. Prefer near New York, salary not prime consideration, recent experience AFRS and magazine editorship. Anxious to fill your requirements. Box 902D, BROADCASTING.

Swinging c&w. and rock 'n' roll dj and staff announcer. Graduate of professional broadcasting school. Restricted ticket. Ready to move anywhere. Billy Butler, 5325 N. Ashland, Chicago 40, Illinois.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Technical

Engineer—now in field service for equipment manufacturer wants responsible position in broadcast. 6 years experience UHF-VHF, AM & FM. Box 837D, BROADCASTING.

First phone, employed, old ham, maintenance, 12-8 a.m. transmitter watch only! Permanent, inquiries answered. Box 899D, BROADCASTING.

Excellent tv-radio announcer. Fine voice—good appearance. 8 years experience, 28, family. Seeking larger market. Good potential. Box 911D, BROADCASTING.

First phone. Experienced radio and television. Box 31393, Los Angeles 31, California.

Young married man with 1st phone desires position in broadcasting in D.C. or N.E. area. Alexandria, Va., SO 8-2223.

First phone: A.B. graduate work. 25. Vet, wants first radio job. Pop music expert, reliable, good voice. R.S.V.P. Jim Horner, P.O. Box 642, Lomita, California.

Situations Wanted—(Cont'd)

Technical

Wanted: Position in broadcast engineering first phone, and general class amateur license. Eleven years experience in electronics, age 36, married, one child. Now own and operate television service shop. E. H. Longden, Box 321, Cowen, W. Va.

Graduate 1st phone desires studio transmitter maintenance. H. Wyatt, 709 Cherry Street, Jackson 4, Mississippi.

Production—Programming, Others

Farm broadcaster, radio-tv, excellent reputation built on steady results. Box 853D, BROADCASTING.

Newsman? Major market? Absolutely! Box 854D, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Veteran newsman desires position with news-minded midwest station. Background home and overseas. Presently in large city. Fully qualified. Further details write Box 861D, BROADCASTING. No staccato delivery.

Sports director. Four years at present job. Finest of references. Box 870D, BROADCASTING.

Ambitious young man experienced in continuity, traffic and production now in large markets #1 station wishes to leave Ohio area. Immediate reply appreciated. Box 886D, BROADCASTING.

Bright, versatile, willing roll up sleeves, sell, announce, news reportage, sports, production. Prefer near New York, salary not prime consideration, recent experience AFRS and magazine editorship. Anxious to fill your requirements. Box 902D, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

Situations Wanted—(Cont'd)

Production—Programming, Others

Program director, 15 years experience. Midwest only. No top 40. 33 years old, married. Box 897D, BROADCASTING.

17 year vet in radio. 12 years last station. Thorough programming, news, sports, sales background. Excellent references. Looking for responsible position in midwest operation. Ted Fairburn, 2 Edgehill Ct., Jacksonville, Illinois.

Copywriter-announcer-news. Radio station and advertising agency experience. Imaginative copy approach. Good announcing voice. References. Copy and tape on request. All replies considered. Barry Ritenour, 758 E. Delavan, Buffalo. TX 3-5998.

TELEVISION

Help Wanted—Management

TV manager for well-established, fast-growing facility. Midwest. Experienced only. Give full particulars. Box 889D, BROADCASTING.

Sales

A salesman's opportunity to grow with one of the fastest moving broadcasting corporations in business today. WTVH's Metropolitan Broadcasting outlet in Peoria needs hard hitting, high billing salesman. Top ratings in the market. Radio experience acceptable for right man. Good guarantee; good incentive; good future. Send photo and resume to WTVH, 621 Main St., Peoria, Illinois.

Technical

TV studio engineer, first phone, for employment with a Virginia network affiliate. Excellent working conditions and employee benefits. Write Box 742D, BROADCASTING.

Transmitter supervisor. Immediate opening. UHF network station California. Send resume experience and qualifications to Box 851D, BROADCASTING.

RV studio engineers. Excellent oportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

Wanted-Experienced transmitter engineer for maintenance and operation of RCA equipped station. Send complete resume of education and experience to: Russell Trevillian, Chief Engineer, KXII-TV, Sherman, Texas.

Production-Programming, Others

Newsman wanted for southeastern capital city radio-tv operation. Desire man in twenties with good basic news experience. College graduate preferred. Primary job will be the preparation of newscasts. Possibility of on-air assignments. This multiple ownership station offers attractive company benefits and pleasant working conditions. Please rush resume, including references, and a recent photo to Box 785D, BROADCASTING.

Need television copywriter, male or female, tv experience not necessary. Write, call or wire: Frank Elders. WTVH, Peoria, Illinois.

TELEVISION

Situations Wanted—Management

Southwest TV—do you need manager, assistant, program director, good announcer? I can perform ably in these categories. Write for details of 23 years successful experience in the industry. Why move? Doctor prescribes warmer climate for kids. Box 739D, BROADCASTING.

Sales promotion manager wants affiliation with major market tv and/or radio station. Ten years tv-radio, two years agency sales and promotion background. Award winning idea man. Strong on merchandising. Now in mid-east major, will relocate. Box 770D, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Television station manager or executive assistant available soon. Twelve years with three major vhf stations as program manager, operations manager, film buyer and account executive. Prefer medium size network affiliate or large independent tv operation. Box 839D, BROADCASTING.

Program manager presently with major tv affiliate. Thirteen years experience programming and film buying. Married, two degrees, and desire relocation soon. Prefer southwest. Exceptional references. Box 845D, BROADCASTING.

Top promotion man looking to leave number one station in top 10 market. Box 847D, BROADCASTING.

Guarantee your investment! Young, ambitious family man will manage your station for part ownership or stock option arrangement. Twelve years station experience in major markets, request confidential handling. Box 883D, BROADCASTING.

Manager: Young, aggressive family man with over twelve years major market experience in all station departments, including engineering, production and programming, and administration; local and national sales in fourth market. Experienced in union negotiation and arbitration. Creative and ambitious. No geographical preference. Will reply by immediate phone for personal contact. Box 884D, BROADCASTING.

Experienced in every phase of television sales including management. Desire general sales manager or national sales manager position. Currently employed in three station top medium market. Will exchange confidences on immediate or future opening. Reliable references. Box 912D, BROADCASTING.

Have just resigned as manager San Diego radio. Eager to return to tv. Was sales manager Channel 6, San Diego, for 4 years; assistant manager KWIZ, Santa Ana. Top media. personal, business references. Write-wire Box 1093, San Diego 12, California or call Hank Guzik, collect, BElmont 9-0139. Relocating no problem.

Sales

Could your sales department use a versatile young vet with a B.S. in marketing-advertising, minor in radio-tv? Optimistic knowledge of tv's sales power and no "work phobia." Prefer midwest or west coast market with advancement potential. Resume, tape on request. Box 840D, BROADCASTING.

Announcers

Experienced announcer wants to return to southwest. Mature, versatile, straight-forward, clean-cut delivery with believability. Seeking market which can afford starting level of about 12 thousand to right man—with room left to look higher. Box 740D, BROADCASTING.

Young, photogenic broadcaster—ten year radio background wants television opportunity. Will learn your way. Write—Parsons—12 Washington Park—Maplewood, N.J. for film-resume or call collect South Orange 2-5912. Will travel for audition.

Technical

Tv studio technician, first phone, three years experience, available immediately. Box 696D, BROADCASTING.

Chief engineer, AM, TV, desires position in south or southwest. Well qualified, sleeves rolled type. Box 797D, BROADCASTING.

Four years telecasting experience. First phone. Lots of transmitter maintenance, some studio and AM. Young, married, looking for better opportunities. Box 869D, BROADCASTING.

Studio, transmitter operation and maintenance experience. Some installation. Seeking opportunity for advancement. First phone. Box 898D, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Chief — Qualified and experienced in all phases of TV-AM-FM from planning through administration. Can show record for running my department at lowest possible cost. Box 908D, BROADCASTING.

Production-Programming, Others

Chief producer-director, medium market, seeks advancement. Married, infant son, military obligation completed. B.S. degree in radio-television. Creative, hard working and described as personable. Top references. Salary second to opportunity. Available February 1st. Allied communication operations and educational television also considered. Call Evansville, Indiana—HArrison 5-8770 or write Box 687D, BROADCASTING.

TV program director available within 90 days. Young, married executive with management degree. Exceptional experience in tv programming, film buying, production, video tape and tv operations. Box 842D, BROADCASTING.

Would you like a top rated, singing cowboy personality kids show, for your station? I have been doing such a show for 12 years, with many national sponsors. Have horse, guitar, pupet, and a saddle bag of songs and games that apeal to all the family. I am ready to move. Are you interested? Box 843D, BROADCASTING.

Position in radio or tv news or position in educational tv. BA and MA degrees. Good newspaper, radio, tv background. Sober. Single. Want to relocate by June 1. Box 863D, BROADCASTING.

FOR SALE

Equipment

Complete 12 KW G.E. TT-25A transmitter. Does not include harmonic filter or filterplexer. This transmitter is presently operating and is in very good condition, and will be available upon very short notice. Box 712D, BROADCASTING.

One PT-6-J Magnecord recorder complete. One year old, like new. Buying cartridge equipment. First $450 buys. KBRI, Brinkley, Arkansas, phone 308. W. H. Mayo.

RCA BTA 250-L AM transmitter, complete with over $300.00 in spare tubes, parts, and crystals. In excellent condition, operating more than 70 percent efficiency, when discontinued for higher power. Price: $1,050.00 cash F.O.B. Radio Station KBTA, Batesville, Arkansas.

Harkins multiplex equipment: FME-50 exciter with full frequency output. SCT-2 dual-subchannel generator for 49 kc and 67 kc. In good operating condition. Sub-channel generators have modulation and frequency monitors with each. $1500 FOB. Charles Balthrope, KEEZ, Tower Life Building, San Antonio, Texas.

2-Ampex VR-1010 color conversion kits mounted in short racks. 1-Ampex color standard. All in excellent condition. Will sell for ½ of original price. Contact Al Hillstrom, KOOL, Radio-Television, Inc., 511 West Adams St., Phoenix, Arizona.

FM antenna. Four-bay. GE type. Also isocoupler, 1⅝" Heliax. KRCW, 818 State St., Santa Barbara, California.

200 foot guyed R.E.C. tower. Tubular steel, uniform cross section. No insulator, otherwise in excellent condition. Complete with guys. Make offer over $800, or swap for FM equipment. Tower may be seen in Marin County, KTIM, San Rafael, California.

One 170 foot guyed Dura 20 inch tower with A2 lights. 2 years old. Excellent condition. Available here at station. Contact R. Jones, C.E., WABQ, 2323 Chester Avenue, Cleveland 14, Ohio.

FOR SALE

Equipment—(Cont'd)

Magnecord S36-B rack size with case, 3-speed, 600 ohm output, in good condition. $150.00. Station WFMB, Nashville, Tennessee.

Micro-Wave equipment: 1 Raytheon microwave transmitter and rack and 1 Raytheon receiver and rack, $3,975.00; 1 Raytheon portable Microwave receiver and 1 Raytheon Microwave transmitter (portable), $3,975.00. Radio WHUT, Anderson, Indiana.

For sale or trade for PT-6 series Magnacord, one Minifon pocket transistor wire recorders. Sells for $285.00. This unit new. Will trade for PT-6 Magnecord or sell for $200.00. WMNE, Menomonie, Wisconsin.

Auricon sound camera—100 foot—hardly used $950.00 complete case, mike, etc. WHUT, Anderson, Indiana.

Model Y-4 Presto disc recorder. New price, $775.00 for best cash offer. WMIK, Middlesboro, Kentucky.

Continental Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-6855.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K. holders, regrinding, repair, etc. BC-604 crystals. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Elec. tronic Co., Box 31, Temple, Texas.

160′ Windcharger radio tower with antennae guys. Ready to ship. $1,150.00. Box 52. La Luz, New Mexico. H. E. Flickinger.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

RCA model 5DX 5 kw AM transmitter, model 1931A General Radio Modulation monitor, model WF48A RCA frequency monitor. Package $5,000. F.O.B. Louisiana. Wayne Marcy, 4007 Bellaire Blvd., Houston 25, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8″ thru 24″. Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Parabolic antennas—6 foot, spun aluminum-Andrews No. 2006, complete with pipe mounting, De-icer and radiator, new-unused at discount prices. Write for descriptive literature. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20. California.

36-AM-FM towers. Uniform cross section guyed type. Heights 100′ to 360′. Phone RE 2-9350. U.S. Tower, 249 Bartow Lane, Petersburg, Va.

WANTED TO BUY

Stations

Full or daytimer in Kansas, Texas, Oklahoma. Former station owner. Experienced, substantial financing. Not a broker. Ready to deal. Confidential. Box 877D, BROADCASTING.

Group interested in southwest-far west area. Small-medium market. Box 910D, BROADCASTING.

Young California blood has money for purchase struggling radio station in expanding market area in the west. Write P.O. Box 2063D, Pasadena, California.

Equipment

Wanted, FM transmitter up to 1 kw and modulation and frequency monitor. Write Box 858D, BROADCASTING.

Used 16 mm laboratory and sound equipment. Give full particulars in first letter. Not a dealer. Box 866D, BROADCASTING.

FM monitor, state type, price, condition. WHFS (FM), 4425 Chestnut St., Bethesda, Md.

WANTED TO BUY

Equipment—(Cont'd)

Microwave 2000mc system. Also sound diplexer. WTHS-TV, 1410 NE 2nd Ave., Miami, Florida.

Wanted: Monoscope camera in good condition. State manufacturer, age and price. Write Ralph L. Hucaby, WLAC-TV, Nashville 3, Tennessee.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1, April 26, June 21. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

MISCELLANEOUS

All broadcast employees; wallet press card! Identification . . . emergencies . . . remotes . . . Name station lettering; plastic laminated! $2.95. Pat Adams, Box 657D, BROADCASTING.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

RADIO

Help Wanted—Sales

UNUSUAL OPENING

For radio time salesman with expanding, top rated, independent station in large metropolitan market. Looking for a sales producer who can sell at both the agency and the local levels. Must have desire to work for and earn $10,000 plus first year. Liberal commission, good guarantee and on-air accounts to start. Write or call Joe Haas at Radio Station WWCA, Gary, Indiana. Phone Turner 6-9171.

Announcers

WCKR
MIAMI, FLORIDA

This area's number 2 station, needs a top-notch morning man for highly competitive show. Need man with top-50 market personality-format experience. Send resume, tape and photo at once. Salary open. Address Lee Manson, Program Director. WCKR, Box 38M, Miami, Florida.

RADIO CHICAGO
WJJD

is looking for a sharp, creative morning deejay with different approach to handle 5 A.M.—9 A.M. **RUSH** aircheck, resume and references to:

Stan Major, P. D.
WJJD
Chicago, Illinois

WANT TO MERGE?

Medium-sized, well-known Multiple Station Owner has unexcelled Management facilities and money-making track record with his own A.M. Broadcast properties. Will consider taking small, medium or large station(s) into well-managed Corporation through Merger Plan.

Write in complete confidence to owner.

Box 904D, BROADCASTING

RADIO

Situations Wanted—Management

GENERAL MANAGER
COMMISSION BASIS

Capable successful California operator available now on straight commission. Mature thorough knowledge all phases, heavy sales. Financially sound. Finest industry references. Might lease with option.

Box 674D, BROADCASTING
(Confidential)

Announcers

Dear Station Manager:
We love you!
Two Man Morning Show
P.S. If you believe in long engagements, please write Box 830D, BROADCASTING for our proposal.

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

TELEVISION

Help Wanted—Technical

SUPERVISORY ENGINEER

Immediate opening in large Gulf Coast market for qualified person. Position offers excellent pay and future opportunities. Apply with resume to Chief Engineer.

KHOU-TV
P. O. Box 11
Houston, Texas

TELEVISION ENGINEERS

Qualified engineers are needed for Video Tape Recording, Camera Control Operation, and Color Equipment Maintenance. Research and Development Department available for outstanding engineers. Minimum of one year's experience or two years of college and first class license required Salary based on individual qualifications. Write or call Durwood H. Neuse, Engineering Supervisor, WRAL-TV, Raleigh, N. C.

Help Wanted—(Cont'd)

Production—Programming, Others

WANTED A.S.A.P.
TV TRAFFIC MANAGER

For strong NBC-VHF station in southeast. Female only, from 25 to 45. Must have TV traffic experience. Will head 3 girl department. Send resume, present earnings record and current picture to:

Box 818D, BROADCASTING

TELEVISION

Situations Wanted—Sales

Very well-known Director TV Sales for extremely successful north east station has had it with the snow and cold. For these reasons only would entertain offer from TV operation in the south or south west only. Qualified as general or sales manager. Present position—sales director.

Box 865D, BROADCASTING

FOR SALE

BROADCASTING SCHOOL

In middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other interests. Present management available. Asking $110,000 with $50,000 down. Principle.

Box 141D, BROADCASTING

Equipment

Automatic Dehydrators
Brand New, with spare parts kits
Dielectric Products
Model 22 . . . $150
Andrew Model 1910 . . . $135
P & O Sales, 1236—40th Avenue
Sacramento 20, California

SUFFERING FROM MOUNTAIN TOP FASCINATION?

Cure your problems with the MOSELEY Model RRC-10 RADIO REMOTE CONTROL SYSTEM. Complete control, telemetering and main program channel for FM transmitters with a 950 mc STL. Write to

MOSLEY ASSOCIATES
P.O. Box 3192 Santa Barbara, Calif.

Wanted to Buy

Stations

WANTED TO BUY

Former owner, highly successful midwest major network affiliate, 5 kw radio station, desires return to broadcasting field in investor-management capacity. Radio or radio-tv considered. Florida, California or Southwest location preferred, but not mandatory. Experience, character, ability and financial standing will stand most searching examination within or outside industry. Will visit any suitable possibility without delay.

Box 906D, BROADCASTING

EMPLOYMENT SERVICE

JOBS IN RADIO & TV THROUGHOUT THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—
Announcer-Engineers
Engineer-Salesmen
Announcers-Newsmen—DJ.'s
PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

STATIONS FOR SALE

TV STATION
IN
FAST-GROWING MARKET
Qualified Principals Only
Box 703D, BROADCASTING

Fla.	single	fulltime	$65M	terms
Iowa	single	fulltime	87M	25dn
Tenn.	single	daytimer	95M	terms
Fla.	single	daytimer	165M	20dn
S. C.	single	daytimer	65M	15dn
Wash.	medium	1kw-D	105M	terms
Pa.	small	daytimer	100M	15dn
Calif.	metro	low freq	175M	29%
Midwest	metro	daytimer	225M	75dn
N. W.	metro	regional	170M	terms
Texas	metro	regional	225M	29%
Midwest	capitol	daytimer	90M	terms

And Others

CHAPMAN COMPANY
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For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
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FOR SALE

Stations

GUNZENDORFER

TEXAS. Dallas and Houston. Two F.M. stations. $75,000 each, $21,750 down. Terms.
SOUTHERN CALIFORNIA. 1000 watt daytimer $150,000 with land $43,500 down. Terms.
ARIZONA. 250 watt fulltimer. $15,000 down. Easy payout.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olmypic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

Texas semi-major regional $200,000 29% —Texas single regional $63,000—Texas single fulltime $52,650 29% 10 yrs.—Texas single fulltime $100,000 29%—Texas single regional $47,500 25%—Texas fulltime single $160,000 29%—Arkansas fulltime single $65,000 for 80% —Southern major regional fulltime $350,000—Southern single day $45,000 $7,250 down—Southern single fulltime $50,000 $10,000 down—Southern major regional day $150,000 29%—Southern major regional day $140,000 29%—West Coast fulltime regional $365,000 29%—Florida single regional $50,000 $9,000 down—Florida major day $120,000—Florida semi-major 5kw $225,000—Florida semi-major regional fulltime $230,000 29% Florida semi-major regional $265,000 29%—Florida single day $35,000 cash—Others! PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080.

STATIONS FOR SALE

SOUTHWEST. Full time. Top station in market. Very profitable. Includes valuable land. Asking $350,000 with 29% down.
ROCKY MOUNTAIN. Operates 24 hours a day. Top station. Doing $200,000 a year. Cash flow $60,000 annually. Asking $300,000 with 29% down.

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SOMETHING TO BUY
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For Best Results
You Can't Top A
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in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 92

and aux. trans. by remote control; conditions.

WBTH Williamson, W. Va.—Granted mod. of cp to change type trans; condition.

KPSD (FM) Dallas, Tex.—Granted extension of authority to March 31 to remain silent.

New FCC processing line announced

Following applications are at top of am processing line and will be considered by FCC beginning March 6, commission has announced. Any new applications or changes in current applications that may conflict with those that follow must be filed with FCC by close of business March 3 in order to be considered.

Applications from the top of the processing line:

BP-13232—NEW Carrington, N. D., Central Bcstg. Co. Req: 1600kc, 500w, D.

BP-13684—NEW Isabela, P. R., Sergio Martinez Caraballo. Req: 139kc, 500w, 1kw-LS, unl.

BP-13685—KIRX Kirksville, Mo., Community Bcstrs. Inc. Has: 1450kc, 250w, unl., Req: 1450kc, 250w, 1kw-LS, unl.

BP-13686—WPLK Rockmart, Ga., Georgia Radio Inc. Has: 1220kc, 250w, D. Req: 1220kc, 500w, D.

BP-13687—WDOR Sturgeon Bay, Wis., Door County Bcstg. Co. Has: 910kc, 500w, D. Req: 910kc, 1kw, D.

BP-13689—KSCO Santa Cruz, Calif., Radio Santa Cruz. Has: 1080kc, 500w, 1kw-LS, DA-N, unl. Req: 1080kc, 500w, 10kw-LS, DA-N, unl.

BP-13690—WENT Gloversville, N. Y., WENT Bcstg. Corp. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-13691—NEW Waynesville, Mo., South Central Broadcasters, Inc. Req: 1390kc, 1kw, Day.

BP-13692—WPBC Richfield, Minn., Peoples Bcstg. Co. Has: 980kc, 1 kw, D (Minneapolis, Minn.) Req: 980kc, 5 kw, DA-1, unl. (Richfield, Minn.).

BP-13694—NEW Williams, Ariz., Frank S. Barc Jr. Req: 730kc, 250w, D.

BP-13695—NEW Joplin, Mo., William B. Neal Req: 1560kc, 250w, D.

BP-13696—NEW Hazlehurst, Ga., Hazlehurst Radio. Req: 1480kc, 1kw, D.

BP-13697—KYOU Greeley, Colo., Meroco Bcstg. Co. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-13698—WNOG Naples, Fla., Radio Naples Inc. Has. 1270kc, 500w, D. Req: 1270kc, 500w, DA-N, unl.

BP-13699—NEW Havelock, N. C., Radio-Marine. Req: 1330kc, 1kw, D.

BP-13701—NEW Austell, Ga., Crackerland Bcstrs. Req: 1520kc. 500w, D.

BP-13703—WELC Welch, W. V., Pocahontas Bcstg. Co. Has: 1150kc, 1kw, D. Req: 1150kc. 5kw, D.

BP-13704—NEW Black Mountain, N. C., Blue Ridge Bcstg. Corp. Req: 1010kc, 10kw, DA, D.

BP-13705—NEW Blytheville, Ark., Day-Phil Bcstg. Co. Req: 1300kc, 500w, D.

BMP-8836 — WKBR Manchester, N. H., Granite State Bcstg. Co. Has. 1250kc, 5 kw, DA-2, unl. Req: to modify daytime pattern.

BP-13707—NEW Boynton Beach, Fla., Boynton Beach Bcstg. Co. Req: 1510kc, 1kw, D.

BP-13710—KRE Berkeley, Calif., Central California Bcstrs. Inc. Has: 1400kc, 250w, unl. Req: 1400kc. 250w, 1kw-LS, DA-D, unl.

BP-13711—NEW Waverly, Tenn., Waverly Bcstg. Co. Req: 1540kc, 1kw, 500w, (CH), D.

BP-13713—WSBB New Smyrna Beach, Fla., Bcstrs Inc. Has: 1230kc, 250w, unl. Req: 1230kc, 250w. 1kw-LS, unl.

BP-13715—KUMA Pendleton, Ore., Pendleton Bcstg. Co. Has: 1290kc, 5 kw, DA-2, unl. Req: 1290kc, 5 kw. DA-N, unl.

BP-13717—KFKF Bellevue, Wash., Bellevue Bcstrs. Has: 1330kc, 1kw, D. Req: 1330kc, 5kw, D.

BP-13718—NEW Pocatello, Idaho, Vernon G. Ludwig. Req: 1050kc, 1kw, D.

BP-13721—WCDJ Edenton, N. C., Colonial Bcstg. Co. Has: 1260kc, 1kw, D. Req: 610kc, 500w, D.

BP-13722—NEW Nampa, Idaho, Chester C. Whittington. Req: 1340kc, 250w, 1kw-LS, unl.

BP-13723—KDIA Oakland, Calif., KDIA Inc. Has: 1310kc, 1kw, unl. Req: 1310kc, 5kw, DA-1, unl.

BP-13727—NEW Wilmington, N. C., Jefferay Bcstg. Corp. Req: 1490kc, 250w, unl.

BP-13728—WCSS Amsterdam, N. Y., Community Service Bcstg. Corp. of Amsterdam, N. Y. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-13732—NEW Glendive, Montana, King's Garden Inc. Req. 590kc, 500w, D.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Feb. 2

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,523	33	124	802
FM	758	76	189	119
TV	478	21	81	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Feb. 2

	VHF	UHF	TV
Commercial	455	78	533
Non-commercial	38	16	54

COMMERCIAL STATION BOXSCORE

Compiled by FCC Dec. 31

	AM	FM	TV
Licensed (all on air)	3,514	755	478[1]
CPs on air (new stations)	33	66	17[2]
Cps not on air (new stations)	120	197	84
Total authorized stations	3,667	1018	634
Applications for new stations (not in hearing)	612	72	30
Applications for new stations (in hearing)	179	30	64
Total applications for new stations	791	102	94
Applications for major changes (not in hearing)	545	46	33
Applications for major changes (in hearing)	275	4	19
Total applications for major changes	820	50	52
Licenses deleted	0	0	0
Cps deleted	0	1	28

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation.

or—Pravda could teach him... Let's face it. If we don't teach them, someone else will; and the facts may come out distorted. > The Advertising Federation of America works to see that the youth of America get expert and up-to-date instruction on the American economy. They recognize that some day soon this economy will be run by today's youngsters. > AFA's Bureau of Education and Research, as well as the American Academy of Advertising and AFA and Advertising Association of the West's network of 180 advertising clubs throughout the nation all participate in this work. > They develop instruction techniques, upgrade marketing curricula, offer vocational guidance to thousands of high school and college students and instructors. And—*have you heard about their career-guidance program?* You should. Lend your leadership to this work of educating the businessmen of 1964. Invest in a membership in AFA-AAW. Write—now!

PREPARED BY:
THE ADVERTISING FEDERATION OF AMERICA
655 MADISON AVENUE NEW YORK 21, NEW YORK

FOR THE AFA AND
THE ADVERTISING ASSOCIATION OF THE WEST
FERRY BUILDING SAN FRANCISCO 11, CALIFORNIA

The Advertising Federation of America and the Advertising Association of the West and their 60,000 members marshal the forces of the advertising industry to protect its freedoms, to promote education in, for and about the profession, and to conduct public service activities through its media.

OUR RESPECTS to Maxwell Dane, vp, Doyle Dane Bernbach Inc., New York

Progress and prosperity through creativity

Maxwell Dane, a trim, clear-thinking man, is a practicing disciple of the soft-sell. There is a sensitive, gentlemanly quality about him that belies the commonly accepted image of his calling. Yet despite low-key methods, as vice president, general manager and secretary-treasurer of Doyle Dane Bernbach Inc., he is a vital force in an ever-expanding agency that is bustling with creative activity.

But then DDB is a unique agency. In an age when competitiveness in business has been at an all-time high, DDB has progressed and prospered by being an originative agency first and foremost.

"We've always fought for good creative work," Mr. Dane asserts. "We haven't grown through merger. We've grown out of the kind of work we've done for our clients and it has come to us unsolicited for the most part, because we do no ringing of door bells."

Highly Acclaimed ▪ Statistics attest to the success of this philosophy. DDB is among the top 25 agencies in the country and is one of the fastest growing in the past ten years. Starting with billings of less than a million in 1949, the agency last year had gross billings in excess of $46 million with tv and radio representing approximately a third of this total. Included among its most applauded creative works are prize-winning tv commercials for Volkswagen, The Dreyfus Fund and the Federation of Coffee Growers of Colombia.

Maxwell Dane, who feels that his agency has helped elevate the creative standards of the whole industry, would like to see much better programming on tv, but doesn't think there is any ready solution to this problem. The answer, he feels, might lie in having enough talented people with enough creative freedom playing to a more sophisticated audience. He's hoping that as the number of college-educated people becomes greater, there'll be a gradual improvement in programming taste. He definitely doesn't think a greater voice for agencies will help the situation. "Programming is the responsibility of the networks," he says unequivocally.

Basic Training ▪ Maxwell Dane is an advertising industry phenomenon—a man without a middle name. He was born on June 7, 1906, in Cincinnati, and went to New York when his family moved there in 1923. At 17, a stranger in a big city, he was forced to leave school and look for a job. One day he spotted an inviting classified ad in a newspaper, answered it and went to work in the mailroom of a now-defunct newspaper representative.

The job was basic training for Mr. Dane's future campaigns in the advertising field. By 1928 he had absorbed enough of an ad background to secure a position in the advertising department of Stern's Department Store. Showing a prodigious aptitude for the business, he rose to advertising manager in five years. But by the end of 1932 he grew tired of the department store field and had the foolhardy courage and, as he ironically puts it, "great sense of timing," to go into business for himself —at the height of the depression.

After six months of running a one-man advertising agency, he realized his folly and was back looking for a job. Then in April 1933, as an expression of his faith in the New Deal, he got married. His partner was a young lady from Brooklyn named Belle Sloan.

Mr. Dane supported his bride by working as retail promotion manager for the *New York Journal* (now the *Journal American*). He spent three years as a Fourth Estater, re-entering the agency field in 1936 as a combination account man and copy writer with Dorland International, a firm that has since gone out of business.

Enter Radio ▪ Mr. Dane was ready to move again by the summer of 1939. He joined *Look* magazine as promotion manager the weekend before World War II broke out. Ned Doyle, later to be his partner, was his boss at the publication and in 1941 both left to seek their fame and fortune elsewhere.

Mr. Dane received his first taste of radio broadcasting when he was appointed promotion manager of New York's WMCA. After a few months he switched to the sales department when he discovered that "sales people do a helluva lot better financially."

DDB's Dane
Soft-sell disciple

The highlight of his radio career occurred in 1941 when he was instrumental in working out a deal with the *New York Times* to broadcast hourly news bulletins on WMCA. Mr. Dane says it was the first time the idea was ever tried in New York and he points out that numerous stations have since followed suit.

By the end of 1944, Hy-Grade Food Products, a company sponsoring a weekly broadcast on WMCA without the benefit of an agency, asked Mr. Dane to assume responsibility for its advertising and handle the broadcast for upstate exposure.

In what was perhaps the turning point of his life, Mr. Dane, in November 1944, again went into business for himself, opening an office in New York's Steinway Hall Building. The firm was thriving in the spring of 1949, when Mr. Dane learned his old friend, Ned Doyle, and another friend, Bill Bernbach, were going to open an advertising office of their own. Mr. Dane joined them and on June 1, 1949, they founded Doyle Dane Bernbach with William Bernbach as president, Ned Doyle as executive vice president and Maxwell Dane assuming the same title he holds today.

Never Dull ▪ Maxwell Dane never had the opportunity for a formal higher education but for years he has been taking evening courses ranging from art to ancient history.

He and his wife live on lower Fifth Ave. and have a son, Henry James, 25, who is teaching English literature and studying for his Ph.D. at the U. of Pennsylvania. Mr. Dane glows with parental pride when he speaks of his son and his daughter-in-law Roo, a senior at Bryn Mawr.

Walking is one of his favorite hobbies and he sometimes strolls to work—a 45-minute, almost 2-mile expedition. He also is "a lousy but constant golfer."

Community affairs have always interested him and among other assignments he's been chairman of the advertising and publicity divisions of both the United Jewish Appeal and the Federation of Jewish Philanthropies, and currently is a vice chairman of the N. Y. chapter of American Civil Liberties Union.

He considers getting into the advertising business mostly a matter of luck but says, "I've never regretted it. It's never been dull and I've always found it to be an educational influence."

Murrow of USIA

AMERICA'S best known voice literally becomes the Voice of America with the assumption of the directorship of the USIA by Edward R. Murrow.

Ed Murrow created a new kind of journalism. For a quarter-century his views have been respected internationally as well as at home. He needs no build-up for export consumption.

Mr. Murrow must make the transition to government at a critical time in our history. The USIA assignment, moreover, is one of the toughest, administratively, in government. Mr. Murrow has never claimed preeminence as an administrator. A dozen years ago he turned in his CBS vice presidency in charge of public affairs to resume his turn at the microphone.

If the USIA, under the Kennedy administration, is to do the job in telling the world about the aspirations of our people for harmony and good-will, many of the existing procedures and ground rules must undergo change. Past USIA heads have been plagued by interference from Congress, which holds the purse strings, and by the diplomats, and had little or no access to the White House.

Mr. Murrow has a sound philosophy on selling America against the propaganda of the Communists. Whatever is done, he insists, "will have to stand on the rugged basis of truth."

To do the job, Mr. Murrow must not be burdened with administrative detail. Appropriations should be adequate for the task. The Soviet spends more on jamming Voice of America operations than the United States budgets for its entire USIA operation. (And they are still jamming in spite of the soft approach by the new administration.)

Last week Mr. Murrow attended the meeting of the National Security Council. So far as we know this was the first time a director of USIA has sat in. This is a good sign. Mr. Murrow should be informed on foreign policy at the highest levels, and he, as Uncle Sam's global press agent, should participate in the decision-making.

There should be close coordination between the USIA and other agencies dealing in international cooperation. If the Congolese and the Laotians are to know of the assistance being given them, they must be communicated with. Television sets which speak in the universal language of pictures would do infinitely more good than radio or books in areas like Africa where hundreds of different dialects are used and where illiteracy is the rule.

Mr. Murrow has traversed the globe endlessly to bring the truth to his fellow Americans via microphone and camera. Given the needed manpower, money and facilities, he can reverse the circuits and give to the free world the true story of America.

Get out the vote

THERE isn't any doubt that Congress will amend the political broadcasting law to make it inapplicable to races for the presidency and vice presidency. The last doubt was removed when President Kennedy at his news conference last week said he would agree to television debates with his opponent if he runs for re-election in 1964. The amendment to permit those debates is now only a formality.

But liberalization of the law beyond that will not come so easily. It will come only if broadcasters effectively join in a fight to get it. That fact also became evident last week during the Senate Communications Subcommittee's two-day hearing on political broadcasting.

With minor concessions in two of their cases, CBS, NBC and the NAB made strong appeals for the elimination of the political broadcasting law.

CBS's Frank Stanton urged complete repeal of Sec. 315.

NBC's Robert Kintner made an eloquent plea for severe amendment that would leave only two restrictions in Sec. 315—one prohibiting broadcasters from censoring candidates' speeches and another prohibiting them from charging premium rates for paid political speeches.

NAB's LeRoy Collins urged repeal of all parts of Sec. 315 except the one requiring broadcasters to be fair, and that one he would expand to include specifically a reference to fairness in the broadcast presentations of candidates.

We cannot quarrel with Mr. Kintner's proposal that the prohibition against premium rates be retained. That does not seem to us to be an objectionable intrusion upon the broadcaster's freedom.

We do, however, find some fault with Mr. Kintner's endorsement of the anti-censorship rule and with Gov. Collins's endorsement of an expanded requirement for fairness.

He did not say so, but we assume Mr. Kintner wants the anti-censorship rule kept so broadcasters can retain their immunity against libel actions growing out of candidates' appearances. The immunity was conferred by a Supreme Court decision in 1959. It is our view that a communications medium cannot ask for both freedom and immunity from libel. Freedom and risks of libel are inseparable.

As to Gov. Collins's endorsement of a fairness law, we can say only that he is asking for trouble. If a law requires broadcasters to be fair, it is establishing a standard as vague as that requiring them to operate in the public interest. Fairness is impossible to define with precision. In application the law would require a majority of the FCC to decide whether a broadcaster had been fair, and that decision would necessarily be subjective. The FCC has been administering the public interest statute for nearly 27 years, and it is still uncertain about the meaning of public interest.

In our view the weight of broadcasting effort ought to be thrown behind proposals for complete repeal of Sec. 315, with possibly the concession to the prohibition against higher charges for political advertising than for other kinds.

We would hope to see that effort made at the next round of hearings that the Senate subcommittee will hold, probably next month.

As we have said before, CBS, NBC and the NAB are powerful representatives of broadcasting, but by themselves they cannot get the drastic measures broadcasting needs. If repeal of Sec. 315 is to be had, it will come only by a massive educational campaign conducted by many broadcasters among their senators and congressmen.

Drawn for BROADCASTING by Sid Hix

"I'll bet you boys had something to do with this!"

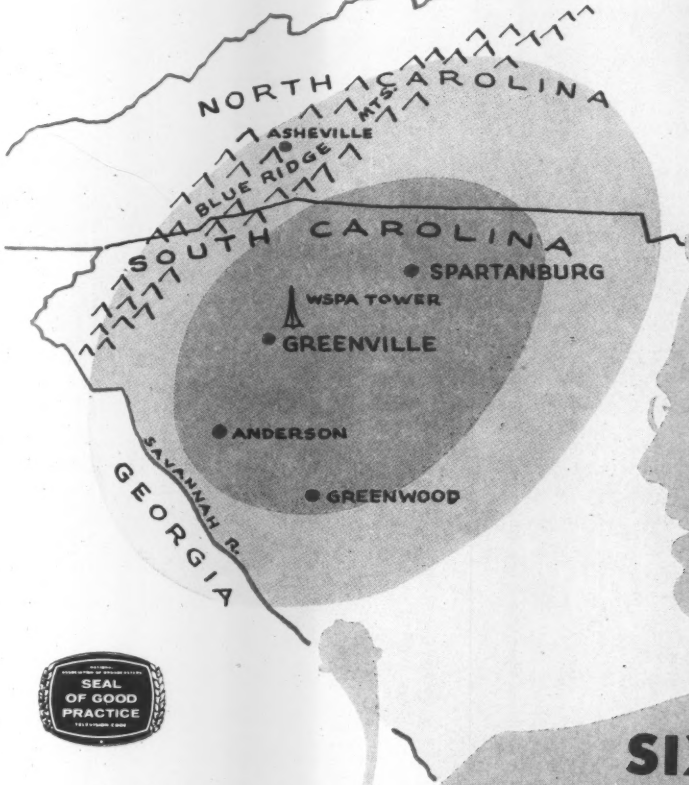
FOR

CONCENTRATED COVERAGE

of the SPARTANBURG GREENVILLE

SUPERMARKET

More and more advertisers are buying WSPA-TV for concentrated coverage of the lower Piedmont Industrial Crescent. Esso Standard Division of Humble Oil and Refining Company has chosen WSPA-TV as an "Esso Reporter" station. Channel 7's 2209 ft. antenna (1187 ft. above average terrain,) on Paris Mountain, just 3 miles from Greenville, saturates this prime market.



Esso chooses channel 7

YOUR ESSO REPORTER on WSPA-TV

SEAL OF GOOD PRACTICE

SIX *nights a week*

Monday thru Saturday 6:30 p.m.

AM—FM—TV

WSPA-TV

GEORGE P. HOLLINGBERY CO., National Representative

CBS in the Piedmont
SPARTANBURG, S. C.